

# 2009 **ANNUAL EVALUATION REPORT**





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# **2009 Annual Evaluation Report**

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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# Guiding Values and Principles

- » We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.
- » We embrace a team-focused working environment and are committed to promoting professional growth and development.
- » We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.
- » We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.
- » We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.
- » We are committed to providing resources in an objective manner.

## OHSP MISSION

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations





## Director's Message

As 2009 rolls to an end, Michigan looks back on its successes and sets the course for the upcoming year's challenges in its quest to save lives and reduce injuries on the state's roadways.

For the past six years, our state has maintained a seat belt use rate of over 90 percent and in 2009 Michigan reached a 97.9 percent use rate, the highest achieved in the country.

Fueled in part by a record-high belt use rate, 2008 had fewer traffic fatalities than any year since 1925 with 980 traffic deaths compared to 2007's 1,084. Overall, fatalities resulting from alcohol and/or drug-related crashes decreased slightly from 381 in 2007 to 379 in 2008.

Significant progress has been made on several traffic safety issues, including:

- » 15 percent reduction in traffic fatalities
- » 25 percent reduction in traffic injuries
- » 25 percent reduction in alcohol-involved fatal and serious injury crashes
- » 22 percent reduction in intersection crashes
- » 40 percent reduction in fatalities and serious traffic injuries to children ages 0 to 8 years

The reduction in traffic fatalities over the last five years has resulted in an economic savings of over \$3.55 billion to Michigan families, businesses, and government.

Data reliability, timeliness, and accessibility continue to improve through training and updated reporting tools. In an effort to reduce motorcycle fatalities and increase motorcycle endorsements, the state's Motorcycle Safety Program continues to expand its training sites and new motorcycles have been purchased to utilize in its training programs.

Despite these advances and improvements, everything comes back to fatalities. The most important traffic safety goal for 2010 is to drive the number of fatalities even lower on the continuing path to having all roadway users arrive safely at their destinations.

Cooperation is essential to the success of any traffic safety program. Michigan has an enviably long history of cooperation and coordination in traffic safety from local, state, and national levels, and these deep roots have borne great fruit. We look forward to continued success in 2010.

A stylized, cursive handwritten signature in black ink. The signature appears to read "Michael L. Prince" and is written with fluid, connected strokes.

MICHAEL L. PRINCE

Director

Office of Highway Safety Planning

# Fiscal Year 2009 Highlights

- »The state's seat belt use rate reached a record-high 97.9 percent, the highest in the nation.
- »Michigan's child passenger safety law was amended to require children younger than four ride in a car seat in the rear seat of the vehicle if the vehicle has a back seat and only allows rear-facing car seats be placed in the front seat if the air bag is turned off. The legislation also prohibits removing a child from a car seat to nurse while the vehicle is in motion.
- »The Detroit Police Department Community Services Section purchased and distributed more than 3,000 bike helmets.
- »Approximately 5,300 child safety seats were distributed by law enforcement agencies.
- »The number of specialty court treatment programs otherwise known as sobriety or drug courts increased to thirty-eight.
- »Approximately 30 percent of law enforcement agencies are collecting and submitting crash data electronically.
- »551 out of a possible 818 agencies are utilizing an EMS database tool designed to capture data for analysis, which will lead to improved pre-hospital treatment and hospital care.
- »Local, county, and state law enforcement agencies receiving grant funding for overtime traffic enforcement reported:
  - > 77,682 vehicles stopped
  - > 20,082 seat belt and child passenger safety citations
  - > 2,220 OWI arrests
  - > 1,367 misdemeanor arrests
  - > 1,201 driving while license suspended citations
  - > 162 felony arrests
- »Law enforcement agencies in forty counties worked 18,729 hours of overtime enforcement and dispersed 1,033 parties. Citations issued included:
  - > 1,606 minor-in-possession
  - > 504 open intoxicants
  - > 263 adults furnishing alcohol
  - > 3,660 compliance checks conducted with 377 violations
- »Law enforcement agencies in Alger, Clinton, and Ottawa counties conducted 2,456 hours of speed enforcement, resulting in:
  - > 3,715 vehicle stops
  - > 92 seat belt citations
  - > 2,990 speed citations
  - > 244 other traffic violations
  - > 9 misdemeanor arrests
- »The second year of a High Visibility Enforcement (HVE) effort expanded from two to four counties. This resulted in:
  - > 2,687 vehicle stops
  - > 180 OWI arrests
  - > 1,391 other traffic violations
  - > 57 seat belt and child passenger safety citations
  - > 34 open intoxicants
  - > 22 drug arrests



# Vehicle Crash Statistics

## VEHICLE CRASH STATISTICS

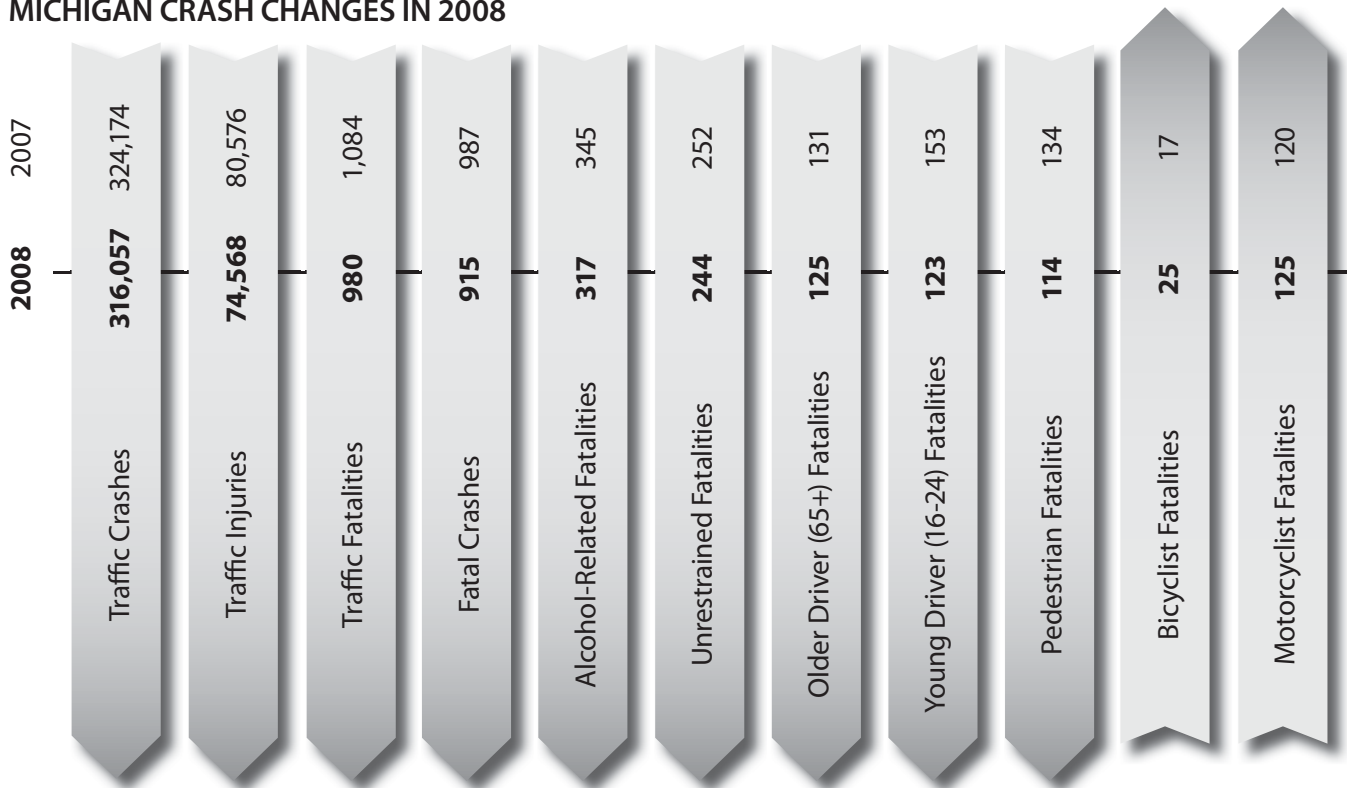
	MICHIGAN						UNITED STATES					
	2004	2005	2006	2007	2008	2004-2008 % CHANGE	2004	2005	2006	2007	2008	2004-2008 % CHANGE
<b>CRASHES</b>	373,028	350,838	315,322	324,174	316,057	-15.3%	6,181,000	6,159,000	5,974,000	6,024,000	5,811,000	-6.0%
<b>INJURIES</b>	99,680	90,510	81,942	80,576	74,568	-25.2%	2,788,000	2,699,000	2,575,000	2,491,000	2,346,000	-15.9%
<b>FATALITIES</b>	1,159	1,129	1,084	1,084	980	-15.4%	42,836	43,443	42,642	41,059	37,261	-13.0%
<b>VMT</b> (MI=BILLIONS US= TRILLIONS)	101.8	103.2	104.0	104.6	100.9	-0.9%	2.97	2.99	3.01	3.00	2.93	-1.3%
<b>FATALITY RATE</b> (PER 100M VMT)	1.14	1.09	1.04	1.04	0.97	-14.7%	1.44	1.46	1.42	1.37	1.27	-11.9%
<b>ALCOHOL-RELATED FATALITIES</b>	364	360	383	345	317	-12.9%	15,311	15,985	15,970	15,387	13,846	-9.6%
<b>ALCOHOL/DRUG-% OF TOTAL FATALITIES</b>	31.4%	31.9%	35.3%	31.8%	32.3%	3.0%	35.7%	36.7%	37.4%	37.6%	37.2%	4.0%
<b>LARGE TRUCK FATALITIES</b>	132	130	130	136	106	-19.7%	5,235	5,212	4,995	4,808	4,229	-19.2%
<b>PEDESTRIAN FATALITIES</b>	140	138	137	134	114	-18.6%	4,675	4,881	4,784	4,654	4,378	-6.4%
<b>MOTORCYCLE FATALITIES</b>	79	122	110	120	125	58.2%	4,028	4,576	4,837	5,174	5,290	31.3%

\*VMT – Vehicle Miles Traveled

Source: Michigan Traffic Crash Facts

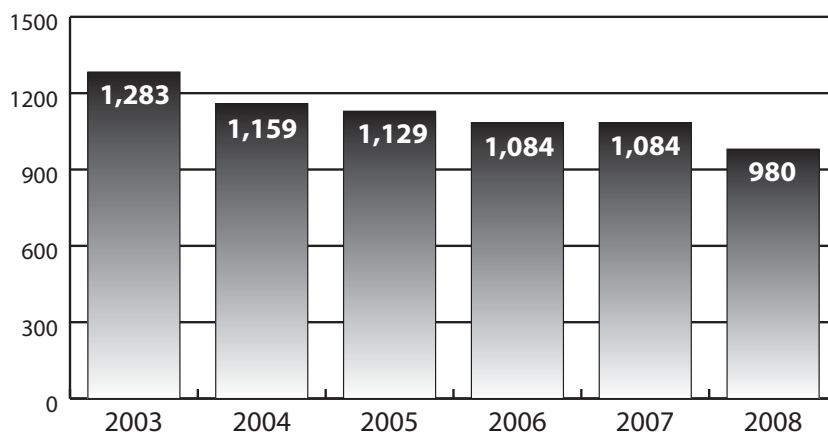
Source: National Highway Traffic Safety Administration

## MICHIGAN CRASH CHANGES IN 2008



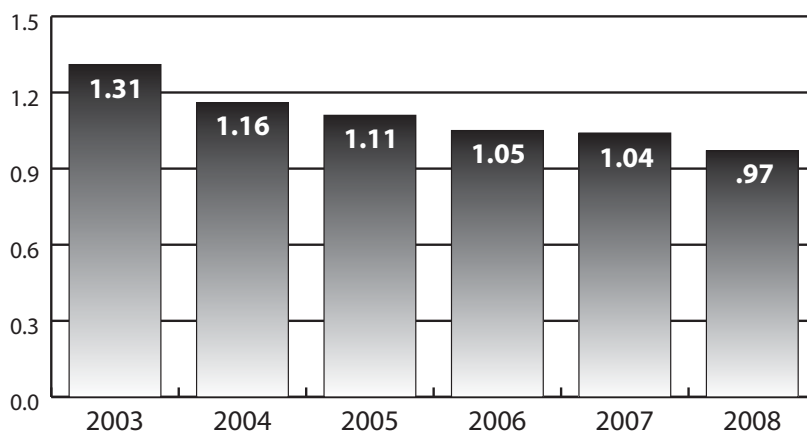
## TRAFFIC FATALITIES

**GOAL:** *reduce fatalities to 1,014 by 2008.* Traffic fatalities plummeted to 980 in 2008, the lowest since 1925. The only other year since then with fewer than 1,000 fatalities was 1943, during World War II.



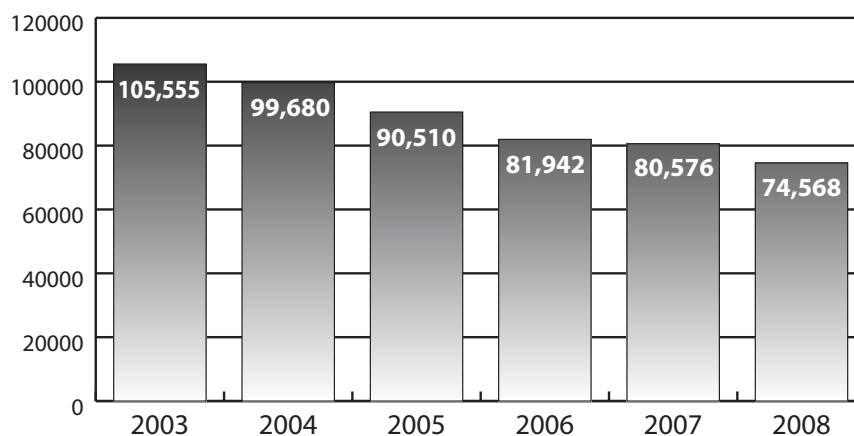
## DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

**GOAL:** *reduce the VMT death rate (per 100 million miles) to 0.97 by 2008.* Traffic fatalities per mile driven fell 16 percent from 2004 to 2008, meeting the 2008 goal of 0.97 deaths per 100 million miles driven.



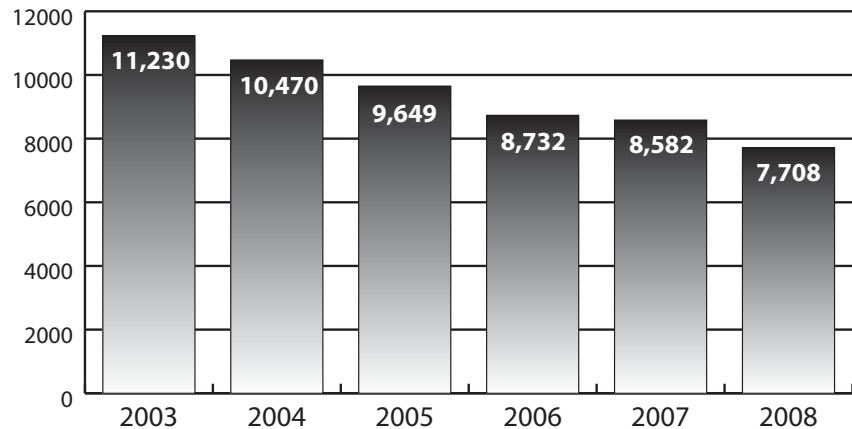
## TRAFFIC INJURIES

**GOAL:** *reduce the number of injuries of all severities to 75,062 by 2008.* Injuries were down 25 percent over the past five years, falling by over 25,000. This was 494 better than the goal for 2008.

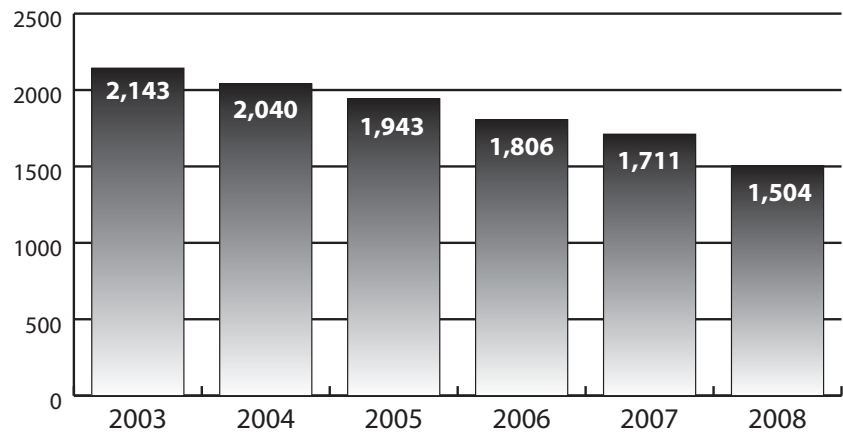


**FATAL AND INCAPACITATING INJURIES**

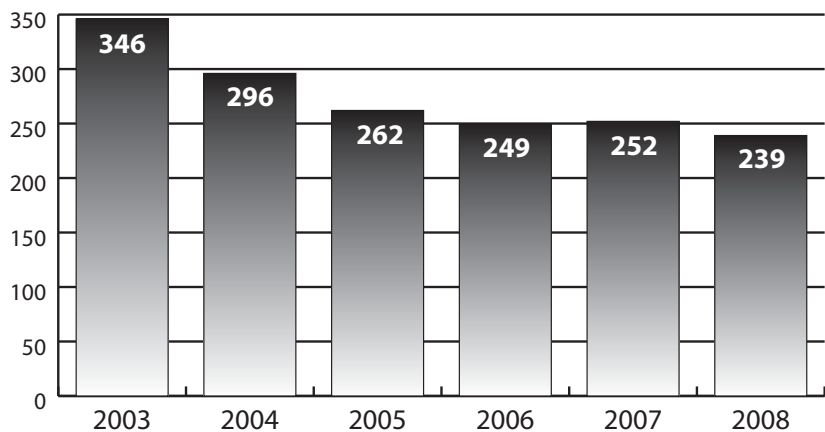
**GOAL:** reduce the number of deaths and incapacitating injuries to 7,992 by 2008. Fatal and incapacitating injuries decreased by 26 percent from 2004 to 2008, dropping below 8,000.

**IMPAIRED DRIVING**

**GOAL:** reduce the number of fatalities and serious injuries involving alcohol to 1,640 by 2008. Decreases in alcohol-involved fatalities and serious injuries matched overall trends. Alcohol has consistently been a factor in twenty percent of serious crashes.

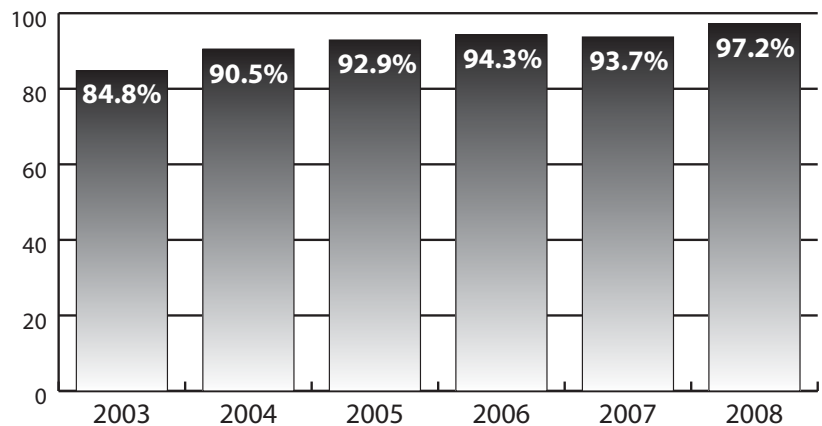
**UNRESTRAINED DEATHS**

**GOAL:** reduce the number of fatalities to unrestrained vehicle occupants to 225 by 2008. Unrestrained deaths followed decreases in overall deaths, although falling more quickly as might be expected with a rising seat belt use rate. 2008's 239 unrestrained fatalities did not reach the goal of 225.



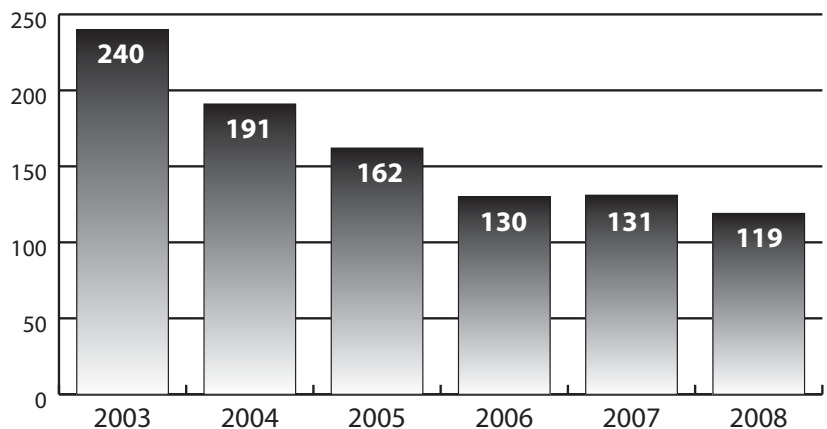
## SEAT BELT USE

**GOAL:** increase seat belt use to 96 percent by 2008. At 97.2 percent, Michigan had the highest seat belt use rate in the nation in 2008. High seat belt use contributes to lower fatalities across all crash categories.



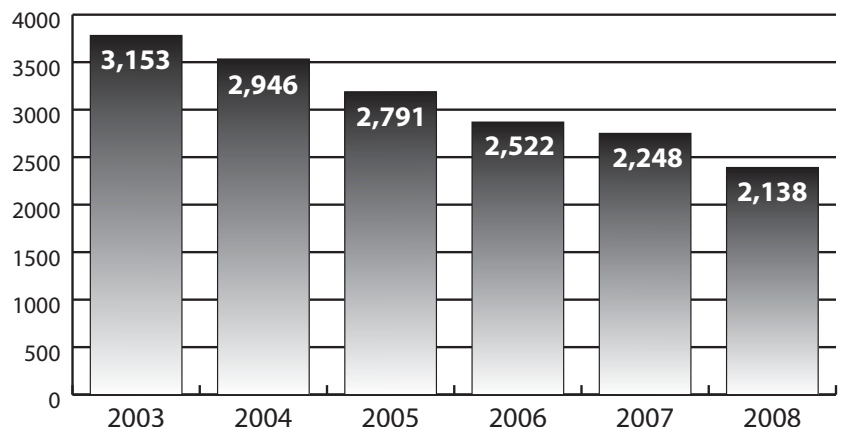
## CHILD PASSENGER SAFETY

**GOAL:** reduce fatalities and serious injuries to vehicle occupants (ages 0 to 8) to 110 by 2008. Lower numbers of fatal and serious injuries to young children has been one of the great Michigan traffic safety success stories since 2000. While the trend has leveled out in recent years, these injuries are still down 38 percent since 2004.



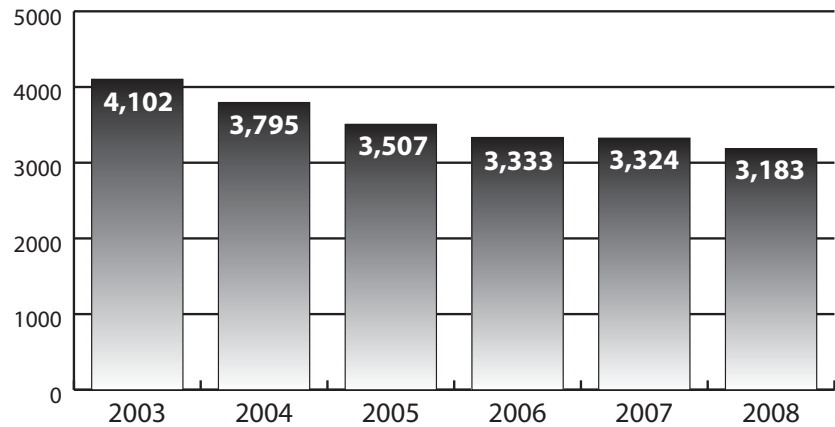
## INTERSECTION CRASHES

**GOAL:** reduce fatalities and serious injuries within 150 feet of intersections to 2,571 by 2008. The decline in fatal and serious-injury crashes within 150 feet of intersections outpaced the overall trend, falling by 32 percent since 2004.



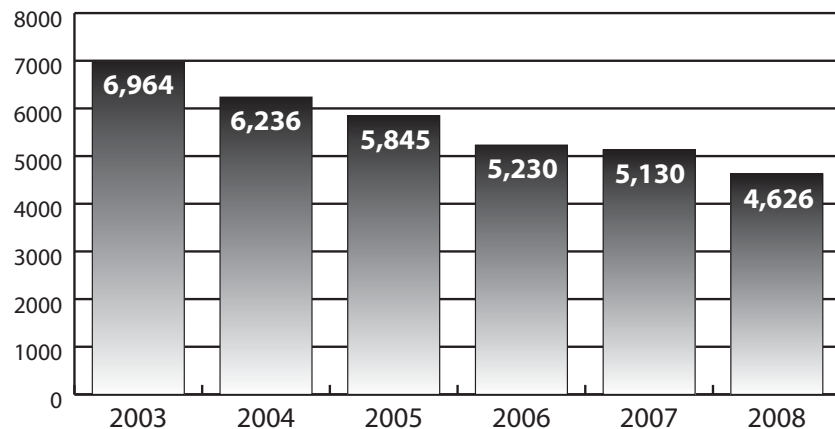
## LANE DEPARTURE

**GOAL:** *reduce fatalities and serious injuries involving lane departure to 3,080 by 2008.* Improvements in serious injuries where a vehicle left its lane of travel did not improve as quickly as expected. They were down 4 percent in 2008, 16 percent since 2004, but still 104 above 2008 goal.



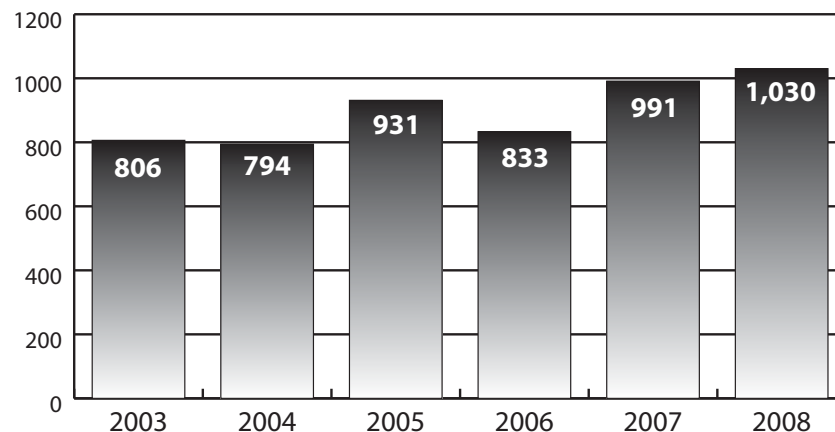
## LOCAL ROADS

**GOAL:** *reduce fatalities and serious injuries on city and county roads to 4,748 by 2008.* The trend in fatal and serious injuries on local roads matches the overall trend, down 26 percent since 2004. 2008's 4,626 deaths and injuries were below the goal of 4,748.



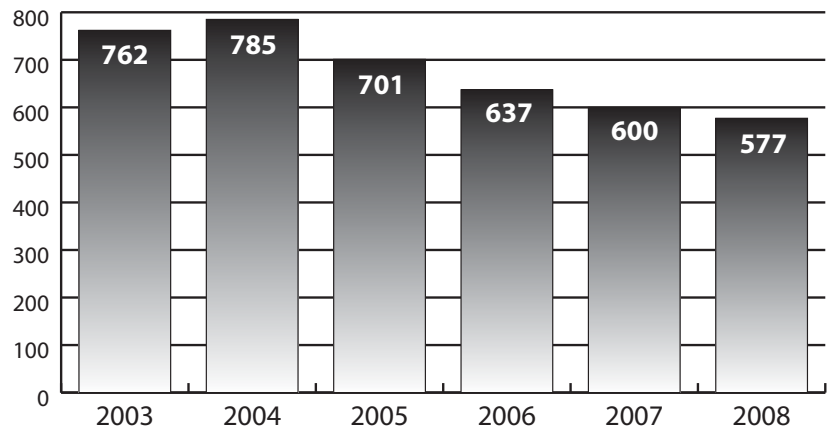
## MOTORCYCLES

**GOAL:** *reduce fatalities and serious injuries involving motorcycles to 954 by 2008.* Motorcycle crashes are the only aspect of traffic safety getting consistently worse. Fatal and serious injuries rose above 1,000. The goal remains to stop this upward trend.



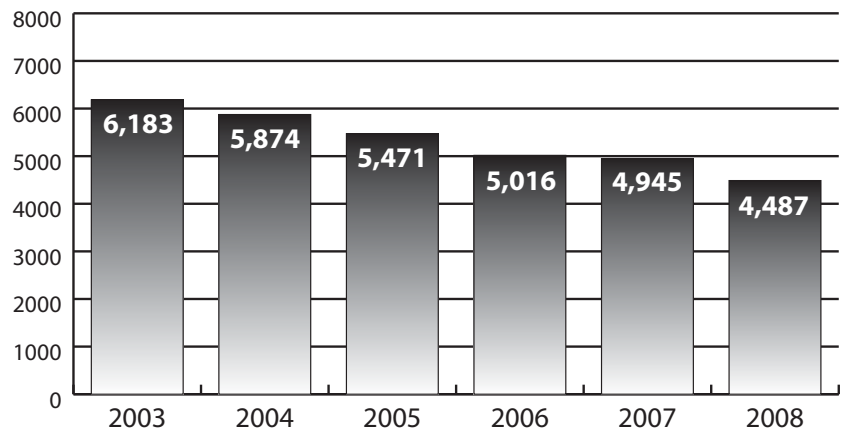
## PEDESTRIANS

**GOAL:** *reduce fatalities and serious injuries to pedestrians to 578 by 2008.* Pedestrian fatalities and serious injuries matched the overall trend and the 2008 goal. Much of this came on the strength of a large decrease in 2005.



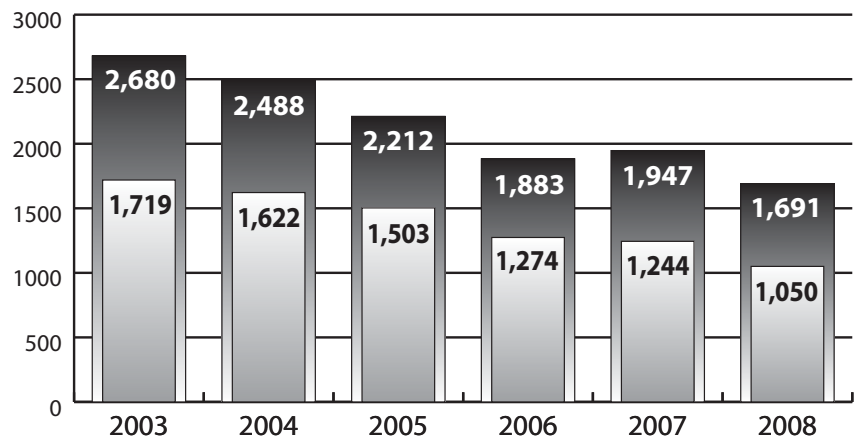
## MEN

**GOAL:** *reduce fatalities and serious injuries to males to 4,637 by 2008.* As a percentage improvement, women had more traffic safety progress than men over the past five years, but men had larger numbers because they represent more of the crash problem. A decrease of 458 fatal and serious injuries in 2008 pushed the injury count below the goal.



## YOUNG DRIVERS

**GOALS:** *reduce fatalities and serious injuries involving drivers ages 16 to 20 to 1,761 by 2008; reduce fatalities and serious injuries involving drivers ages 21 to 24 to 1,157 by 2008.* About a third of fatal and serious injuries involve drivers ages 16 to 24, and these are leading the overall downward trend. Since 2004, the 16 to 20 age category was down 32 percent. Drivers 21 to 24 had a larger decrease, 35 percent, although starting with a smaller portion of the problem.

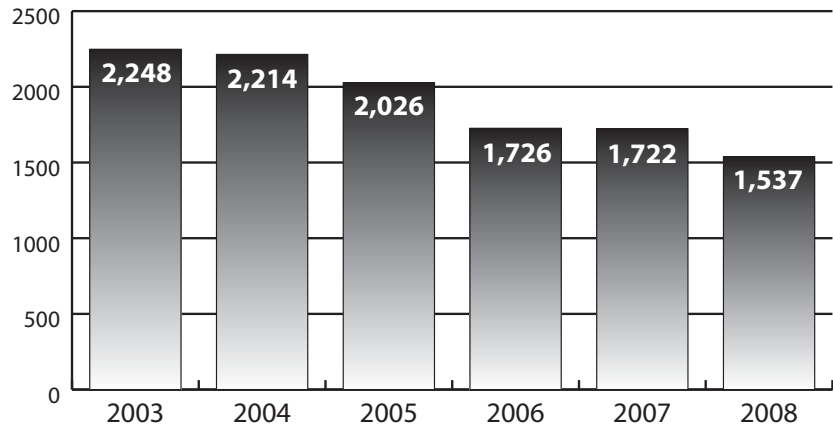


The darker columns represent drivers 16-20 years of age and the lighter are 21-24



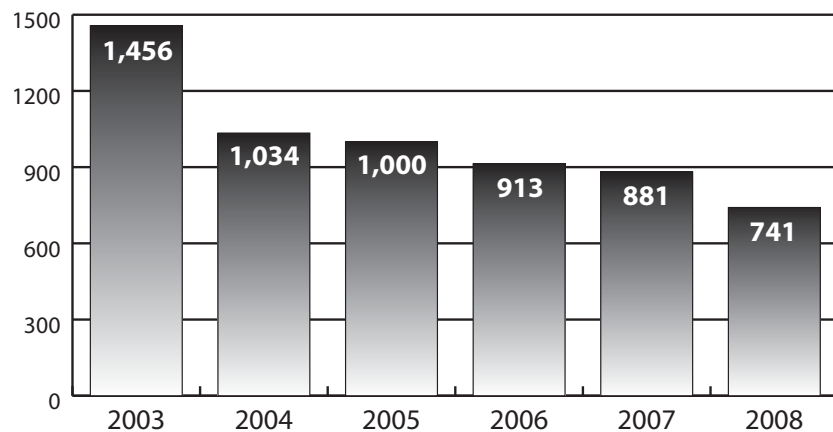
## RUSH HOUR

**GOAL:** *reduce fatalities and serious injuries between 3 and 6 p.m. to 1,612 by 2008. The peak driving (and crashing) time had a 31 percent improvement since 2004.*



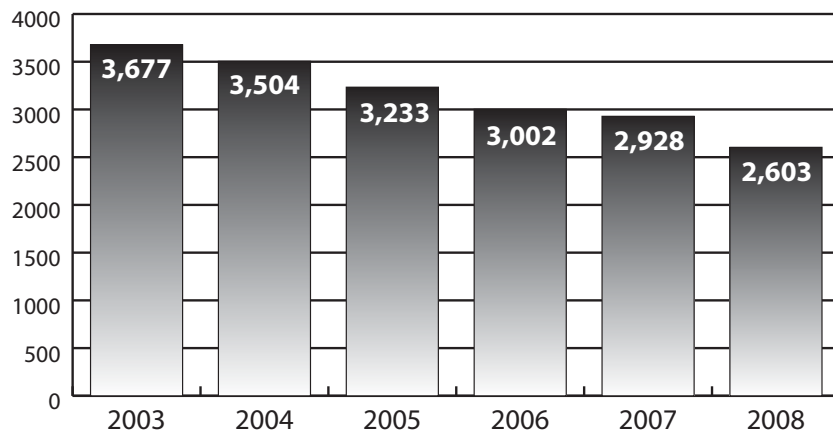
## NIGHTTIME DRIVING

**GOAL:** *reduce fatalities and serious injuries between midnight and 3 a.m. to 770 by 2008. The peak time for impaired driving improved slightly, but not quite as well as the after-work peak. These fatal and serious injuries were down 28 percent since 2004, led by a large decrease in 2008.*



## WEEKEND CRASHES

**GOAL:** *reduce fatalities and serious injuries between noon Friday and noon Sunday to 2,754 by 2008. Trends in crash reductions from noon Friday to noon Sunday were within rounding of the overall trend, 26 percent over five years.*





# Occupant Protection

## CHILD PASSENGER SAFETY

### LOWER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 405

### UPPER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 405

**BACKGROUND:** In FY2005, the child passenger safety program began a regional approach for program coordination. The Michigan Department of Community Health (MDCH) coordinated activities for the Lower Peninsula, while the Marquette County Sheriff's Office and the Marquette County Health Department coordinated activities for the Upper Peninsula. The regional coordinators train child passenger safety technicians who provide education on the proper use of child safety seats.

This program has resulted in over 900 certified child safety seat technicians, nearly 200 child seat inspection station locations, and more than 100 community child safety seat events each year. In addition, thousands of car seats are distributed, primarily to low income families.

Traffic crash data has shown that between 2003 and 2008, there has been a 50 percent reduction in fatal/serious traffic crash injuries for children ages 0-8 years of age, evidenced by a decrease from 240 fatalities in 2003 to 119 in 2008.

**GOALS:** Reduce child safety seat non-use and misuse by educating parents and others on proper child safety seat use.

- » Decrease KA injuries for children ages 0-8 statewide by 18 percent (from 119 in 2008 to 98 by 2011).

#### ACTIVITIES:

##### Lower Peninsula:

- » Three CPS Technician CEU trainings were held to recertify eighty-six technicians
- » Three CPS Technician Certification trainings were conducted for fifty-seven technicians
- » Three CPS for School Buses trainings were conducted for sixty-one school bus drivers
- » Two CPS for Emergency Medical Services (EMS) trainings were conducted for seventeen EMS personnel
- » One CPS Technician Renewal course was conducted to recertify ten technicians whose certifications had expired
- » A CPS for Special Health Care Needs training was conducted for eighteen healthcare staff

- » The CPS for Law Enforcement training curriculum was completed
- » Six community car seat check events were held in underserved counties. At the events, 138 child safety seats were inspected with an average misuse rate of 94 percent. Seventy-six seats were replaced
- » Three CPS education and car seat events were held with Migrant Head Start agencies where 146 child safety seats were inspected with an average misuse rate of 95.3 percent. A total of 132 seats were replaced or provided to families in need
- » More than 700 child safety seats were purchased for distribution at various community events

##### Upper Peninsula:

- » One CPS Technician Certification training was conducted resulting in eight new technicians
- » One CPS Technician CEU training was held to recertify thirty-two technicians
- » More than 600 child safety seats were purchased for distribution at car seat events
- » The region's fitting stations served ninety-seven families
- » Twenty car seat events were held where 530 child safety seats were inspected and 196 seats distributed
- » Thirteen presentations were provided to community groups
- » Provided CPS education and 104 car seat events to four Native American tribal populations
- » Regionalized the UP CPS Coalitions into more local mini-groups due to CPS technicians' need to work on local projects rather than UP-wide projects





## CHILD SAFETY SEAT DISTRIBUTION & TRAINING

Section 405

**BACKGROUND:** A 2007 Wayne State University study reported that there is a 91.8 percent child safety seat use rate for children ages 0-3 years. However, 80.1 percent of the car seats are improperly used. There continues to be a need to provide child passenger safety (CPS) education and car seats to all parents and persons who transport children, but especially to low-income families and families in diverse and underserved communities. With the passage of Michigan's booster seat law in 2008, there is especially a need to provide booster seats to low-income families. Prior to the law, a 2007 University of Michigan Transportation Research Institute (UMTRI) study reported a 27 percent booster seat use for children 4-7 years old.

In FY2008, nearly \$215,000 in federal traffic safety funds were provided to forty-seven law enforcement agencies to partner with local child passenger safety technicians to distribute 5,486 child safety seats. Seats were distributed at local inspection stations and during car seat events to families who did not have appropriate seats for their children (i.e. too old, had been involved in a crash, on the national recall list, broken, etc.)

**GOAL:** Increase child safety seat use by providing car seats to low-income families and families in underserved communities.

**ACTIVITIES:** Nearly \$250,000 was provided to fifty-five law enforcement agencies to purchase approximately 5,300 child safety seats. Some agencies also purchased signage to promote local car seat check events.

Examples of CPS projects conducted by the law enforcement agencies include:

A car seat check event hosted by the Cass County Sheriff's Office and a local Safe Kids group featured Spanish-speaking translators in an area with a high migrant population.

The Jackson Traffic Safety Program partnered with child passenger safety technicians at the county health department to provide the Infant Carrier Car Seat Safety course. Low income families paid \$10 to attend the course and received a free infant carrier upon completion. The course included a presentation on how to properly secure the infant in the carrier and the carrier in the vehicle. Hands-on demonstrations were conducted with the attendees leaving the course with the carrier properly secured in their vehicles.

The Tuscola County Sheriff's Office conducted nine car seat checks where 219 seats were inspected and seventy-eight seats were replaced. Nineteen car seats were provided to families who arrived without seats.

## EDUCATION AND COMMUNICATION

### CHILD PASSENGER SAFETY PARENTAL VIDEO UPDATE

Section 405

**BACKGROUND:** A DVD based on Michigan law "CPS: A Parent's Guide to Child Safety Seats" needed to be updated following a change in the child passenger safety law to require children to ride in car and booster seats until they reached age 8 or 4'9" in height, whichever came first.

**GOAL:** Update CPS DVD to reflect changes in the state's CPS law.

**ACTIVITIES:** The DVD was updated to include the new law and nearly 900 copies were distributed to over 350 child passenger safety partner agencies/groups who work with families of young children. The partners included health departments, hospitals, Safe Kids groups, and child passenger safety instructors.

### HIGH SCHOOL SAFETY BELT CAMPAIGN

Section 405

**BACKGROUND:** Motor vehicle crashes are the leading cause of death for teens. From 2004-2008, 426 Michigan teens ages 15-18 died in traffic crashes and 3,776 suffered serious injuries. Of these teen fatalities and injuries, 36 percent of the fatalities were unrestrained and 22 percent of the serious injuries were unrestrained. Seat belt use is one of the best preventive measures for motor vehicle fatalities and injuries.

**GOAL:** To reduce the percentage of unrestrained fatalities and serious injuries of teen motorists by increasing their seat belt use.

**ACTIVITIES:** A manual detailing how to implement a high school seat belt program was created. However, OHSP experienced difficulty securing support from school administrators in three



pilot counties to conduct this program. School officials advised that the program activities manual was too lengthy and put all of the responsibility on the school. OHSP streamlined the program and now offers it as an online resource for schools and communities to use to increase teen seat belt use. The program manual was condensed for posting on Web sites used by teen groups, school administrators, and traffic safety advocates.

## AAA CPS MEDICAL TOOLKITS

Section 405

**BACKGROUND:** Motor vehicle crashes are the number one killer of Michigan children ages 0 to 15. Educating parents on the proper use of child safety seats and seat belts will help reduce death and injuries among children.

AAA surveyed parents and determined that only a third of parents learned about child passenger safety (CPS) from their physicians and more than two-thirds believe that pediatricians and health care providers should take a more active role in educating parents about CPS. However, health care providers often lack the resources to provide the information.

**GOAL:** Provide health care providers with CPS materials to share with parents to increase the use of child safety seats.

**ACTIVITIES:** AAA developed and evaluated a “Medical Outreach Toolkit” to spark discussions between health care providers and their patients. The kit includes English and Spanish CPS materials such as a waiting room poster and DVD, pamphlets, prescription pads with CPS guidelines, and stickers for children. OHSP purchased 100 English kits and twenty-five Spanish kits as part of a pilot program to determine the usefulness of these materials by health care providers. The kits were provided to CPS instructors and technicians to share with local health care providers. Several technicians have provided positive feedback from the health care providers on the reversible English/Spanish waiting room posters that were included in the toolkit.

## EVALUATION

### DIRECT OBSERVATION OF SAFETY BELT USE

Section 405

**BACKGROUND:** Seat belt use is one of the few objectives for which progress can be measured immediately and directly. The annual survey tracks seat belt use as it has since 1983,

with additional surveys to evaluate the May *Buckle Up or Pay Up, Click It or Ticket* mobilization.

**GOAL:** Determine Michigan’s seat belt use rate before and after the *Buckle Up or Pay Up, Click It or Ticket* mobilization and again at the end of the summer, with reports on each.

**ACTIVITIES:** Observers were trained and dispatched to randomly selected street corners to see who was and was not wearing seat belts. Surveys took place before and after the Memorial Day mobilization, along with the annual survey around Labor Day.

The May pre-survey showed 97.1 percent seat belt use, down only fractionally from the previous Memorial Day’s 97.2 percent result. The May post-survey result was 97.9 percent, the highest rate recorded to date in Michigan or the nation.

Labor Day observations used a new methodology, surveying by geographic region instead of historical stratum. This expanded the number of survey counties and sites, going beyond the federal minimum to include all counties. This change produced a use rate for each Michigan State Police district, at the cost of increasing the margin of error. The inclusion of more rural counties, outside the enforcement focus area, most likely lowered the observed use rate relative to the previous methodology, although this cannot be proven without doing the survey both ways at the same time. Overall use was 96.4 percent, slightly lower than after the Memorial Day mobilization.

#### LABOR DAY SURVEY RESULTS

District	Observations	Seat belt Use
1–Central Michigan	11,188	97.7%
2–Metro Detroit	37,134	95.2%
3–East Michigan	13,383	97.7%
5–Southwest Michigan	10,126	98.0%
6–West Michigan	16,706	96.6%
7–Northern Lower	14,828	97.5%
8–Upper Peninsula	5,885	96.4%
<b>Statewide</b>	<b>109,249</b>	<b>96.4%</b>

### DIRECT OBSERVATION SURVEYS: CHILD PASSENGER SAFETY

Section 402

**BACKGROUND:** Child restraint use is measured every two years, as recommended by NHTSA’s Michigan child passenger safety assessment. This survey combines observation of the use rate with inspections of whether the child seats

are installed properly. Child restraint use is consistently high, but so is child restraint misuse.

As of July 1, 2008, all passengers under 4'9" or under age eight must use a booster seat. Booster seats adjust seating position and make the seat belt fit properly. Observations will measure the change in booster seat use as a result of the new law.

**GOALS:** Observe and report on rates of child restraint device use and misuse.

» Observe and report on booster seat use rates six months and one year after the booster seat law enactment.

**ACTIVITIES:** Use rate observations were taken on randomly selected street corners, very much like the seat belt use surveys. Because of the relatively few child passengers, additional observations were made near known locations of high child travel, such as daycares and schools. Children were observed in all seating positions, and 94.2 percent of children were in child restraints.

Observers for misuse rates were trained by a certified child passenger safety technician. Intercept interviews allowed them to talk to parents and check the seat's installation. Sites included common family destinations, such as daycares and restaurants, as well as car seat check events.

Results from the observation survey indicated 77.8 percent of child restraints were installed incorrectly. The most common forms of misuse were loose harness straps and having the harness retainer clip positioned too low. Straps were too loose in 73.7 percent of rear-facing child seats and 56.8 percent of forward-facing seats. LATCH, a system to make child seat installation easier, was available in 72.4 percent of vehicles, but was used in less than half of those.

The use of child restraints has increased steadily, but the rate of misuse has not fallen. The 2009 misuse rate was lower than it was in 2007, but both are higher than the 2005 rate.

The six-month post-legislation estimate of booster seat use was 37 percent. The one-year post-legislation estimate was 51 percent. These are both substantial increases from the 2004 survey, which showed 9 percent booster seat use with an additional 5 percent of booster-age children in other child restraints.





# Alcohol

## ENFORCEMENT SUPPORT

### STANDARDIZED FIELD SOBRIETY TEST TRAINING

*Section 410*

**BACKGROUND:** When trained with the most current alcohol detection techniques available, law enforcement officers are better able to make arrests that result in the successful prosecution of impaired drivers. Because not all Michigan police officers are fully certified in the NHTSA-IACP Standard Field Sobriety Testing (SFST), OHSP funds ongoing opportunities to provide this training. This program works in conjunction with drunk driving overtime enforcement grants from OHSP to comply with the mandate that all officers working grant-funded overtime enforcement are SFST certified. Classes and materials are available at no charge.

**GOAL:** To maintain the number of officers certified and increase the number of schools by 5 percent in 2009.

**ACTIVITIES:** A grant-funded SFST program coordinator within the MSP arranged thirty-nine practitioner schools. A total of 601 students were trained, including over thirty prosecuting attorneys. Despite fewer classes being offered compared to last year, twenty-seven more students were trained compared to FY 2008.

A pilot training for the Advanced Roadside Impairment Driving Enforcement (ARIDE) program was also conducted. The ARIDE training is designed to assist road officers in identifying, with greater accuracy, drivers under the influence of illegal and prescription drugs which are present in ever-increasing numbers in fatal crashes. Improved detection leads to more effective enforcement and a stronger case for prosecution. Two ARIDE classes were held this year and due to multiple requests for additional workshops more classes will be held in 2010.

An SFST program assessment was held in the late summer to determine what could be done to strengthen the program. This program has never had an assessment since

its inception in 1984. The assessment team congratulated Michigan on having a well run program. The assessment's recommendations will be reviewed, tracked, and implemented as funding and time allows throughout 2010.

### MICHIGAN STATE POLICE, FORENSIC SCIENCE DIVISION TOXICOLOGY LABORATORY

*Section 410*

**BACKGROUND:** The MSP Forensic Science Division's Toxicology Laboratory faces an ever-increasing caseload and demand for services, due in large part to the passage of the state's .08 BAC law in 2003 which included criminalizing driving with a Schedule One drug in the driver's system. Blood alcohol analysis took up to three weeks under the state's .10 BAC standard for drunk driving. After passage of the .08 law, analysis time doubled. Analysis for Schedule One drugs took four to six weeks under the .10 BAC law and increased to over ten weeks after passage of the .08 BAC law. In the past decade, requests have increased almost 100 percent despite staffing levels remaining constant.

**GOAL:** To reduce the backlog for blood analysis of alcohol and Schedule One drugs such as heroin, marijuana, and cocaine to pre-2003 levels of five days for alcohol cases and sixty days for Schedule One drugs.

**ACTIVITIES:** The lab continues to make progress in reducing the waiting period for drug and alcohol analysis. By utilizing overtime and hiring several additional scientists, the average drug toxicology turnaround time was reduced from 105 to eighty days by the end of 2009, and the average blood alcohol turnaround time was reduced from thirty to thirteen days.

Three grant-funded scientists are now fully trained and completing caseloads independently, while three others are expected to be fully trained within the next year. This additional staffing made possible through the grant will contribute greatly to efforts to reduce the time necessary to process blood testing requests related to drunk driving cases.

### INTERACTIVE VIDEO TECHNOLOGY UPDATE

In 2006, OHSP funded the installation of video conferencing equipment in several courts and at the MSP Forensic Science Division Laboratory. The goal was to reduce the need for scientists to travel to court to provide in-person testimony in drunk driving cases, enabling them to spend more time in the laboratory. Some cases would require the scientists to spend up to three days out of the lab due

to travel and court time, further adding to the drug and alcohol screening backlog.

An Upper Peninsula court utilized video testimony technology three times, saving forty-eight hours of travel time for lab personnel. Additionally, courts in the Lower Peninsula have utilized the video testimony option multiple times this year, thereby saving thousands of miles in travel and hundreds of hours in travel and court time.

## MOTHERS AGAINST DRUNK DRIVING RECOGNITION AND TRAINING

Section 410

**BACKGROUND:** Recognition of law enforcement efforts to arrest drunk drivers is one method to maintain officers' focus on maintaining a high number of impaired driving arrests. Through this program, officers are recognized at an awards ceremony following nominations by supervising officers, sheriffs, or post commanders for high numbers of drunk driving arrests, contributions to their community's efforts to address the drunk driving problem, and assistance with local courts such as being a member of a DUI court team.

**GOAL:** Increase the number of OWI arrests made by law enforcement through a recognition ceremony and sponsored attendance at the annual Michigan Traffic Safety Summit.

**ACTIVITIES:** Three local officers, one sheriff's deputy, and two MSP troopers were selected for their high level of drunk driving arrests and service to their communities. The officers were recognized at a spring awards ceremony and four officers attended the 2009 Michigan Traffic Safety Summit.



## ADJUDICATION

### FATAL ALCOHOL CRASH TEAM

Section 410

**BACKGROUND:** Drunk driving continues to be one of Michigan's deadliest problems, resulting in 26,803 fatal and serious injuries since 2004. A crash data analysis identified Genesee County as a leading county for alcohol-involvement in fatal crashes. As a result, in 2006 OHSP and the Genesee County Prosecutor's Office, in cooperation with county police agencies, embarked on grant-funded pilot program, the Fatal Alcohol Crash Team (F.A.C.T.). F.A.C.T.'s purpose is to increase the conviction rate of alcohol and drug-related crashes and to reduce the county's high number of crashes involving alcohol and drugs. This group of specially trained law enforcement officers, along with a member of the prosecutor's office, are called out to the scene of all fatal and serious injury crashes where alcohol or drugs are suspected or involved. Using the latest technology

and training provided through the grant, these individuals investigate every aspect of the crash, compiling a detailed report. The purpose is to hold accountable, under the law, those individuals who choose to drive while impaired and kill or seriously injure others in a traffic crash.

Over the past five years (2004-2008), Genesee County averaged 590 crashes annually where alcohol was a contributing factor which resulted in an average of twenty-two deaths and more than 373 injured persons. In 2008, twenty-two people died and 273 people were injured in alcohol-involved crashes in Genesee County. F.A.C.T. responded to 84 percent of all impaired driving-related crashes. Of the fatal crash cases which had been investigated by the F.A.C.T. and in which charges were filed, none have been plea bargained or dismissed because of the quality evidence F.A.C.T. brings to the prosecution.

Over the past two years, F.A.C.T. has equipped and fully trained three teams which deploy on a rotating basis to any crash in Genesee County which is believed to have drugs or alcohol involved.

**GOAL:** Develop a countywide team to investigate alcohol and drug-related crashes that result in death or serious injury and achieve a 100 percent conviction rate.

**ACTIVITIES:** F.A.C.T. responded to thirty-one crashes; eight Operating While Intoxicated crashes with eighteen deaths and thirty-two serious injuries. F.A.C.T. also reopened a 2007 case for additional review and search warrants were issued for potential charges.

A major challenge for F.A.C.T. was catching up on previous year's casework while investigating new crashes. With the help of a new computer information system, the 2007 caseload was completed by the end of the first quarter. There have been no new court trials, although several preliminary exams have been conducted. Outcomes have all been favorable to the prosecution. In addition, all training requirements for the three teams have been completed. The project completed its third and final year of funding from OHSP.

### PROSECUTORIAL TRAINING

Sections 410

**BACKGROUND:** Prosecutors and law enforcement officers must have current information on traffic safety issues as new



legislation and case law occurs throughout the state and nation. Furthermore, they must stay abreast of the priority issues within the state, as well as nationally, to focus on these concerns. Since 2000, OHSP has supported the Traffic Safety Resource Prosecutor (TSRP) program within the Prosecuting Attorney's Association of Michigan (PAAM) to provide a single resource for traffic safety training and information for county prosecutors as well as serving as a technical training resource for law enforcement.

**GOAL:** To provide prosecutors and law enforcement with traffic safety training.

**ACTIVITIES:** The TSRP held eighteen workshops, including Cross Examination of Defense Experts, Basic Training for New Prosecutors, Cops in Court, and PowerPoint Training. Most are one day seminars where participants listen to multiple speakers and work on topics such as cross-examination skills, conducting mock-trials, and training with law enforcement on how to work more effectively to ensure convictions in traffic safety cases.

The TSRP published newsletters including The Green Light News and the Yellow Light Legal Update, and submitted articles for other statewide publications including "When Does OWI Equal Murder?" and "Is a Dangling Object a Vision Obstruction or Not?"

Finally, numerous calls and e-mail inquiries have been made to the TSRP from county prosecutors throughout 2009. A few of the topics included questions on legal defenses being raised including the duress defense, MIP laws, cross examination, video testimony, defense discovery request, Operating While Impaired - Drugs law, Driving While License Suspended, medical marijuana, and Horizontal Gaze Nystagamus issues.

## ADJUDICATION TRAINING

### Section 410

**BACKGROUND:** The adjudication community must stay abreast of priority traffic safety issues within the state, as well as nationally, for Michigan courts to effectively focus on these concerns. This allows the state to better address impaired driving and underage drinking issues. In support of this effort, OHSP has been funding training for the magistrates and probation officers for more than ten years.

**GOAL:** Provide training for the adjudication community that will help to uphold effective sentencing and treatment of impaired driving cases.

**ACTIVITIES:** The Michigan Judicial Institute (MJII) has partnered for several years with the Magistrate and Probation Officer associations and the Association of Drug Court Professionals (MADCP). The partnerships continued this year by way of multiple traffic safety speakers hosting workshops at the annual conferences of these associations. Speakers ranged from representatives of the Michigan State Police, academia, and the treatment and prevention community.

Specifically, the MJII offered four OHSP-funded sessions at the 2009 MADCP Conference. Sessions covered training on the latest drug and alcohol testing technology. Two OHSP-funded sessions were also offered at the Michigan Association of District Court Probation Officers and Magistrates annual conferences respectively.

## DUI COURT ENHANCEMENT

### Section 410

**BACKGROUND:** The prevalence of specialty court programs that solely deal with drivers convicted of driving under the influence of drugs or alcohol has expanded recently. In 2004, there were twelve specialty court programs in the state that identified themselves as Driving While Under the Influence (DUI) or sobriety courts. That number doubled to twenty-four by 2009.

In addition, the number of adult circuit and district drug court programs that accept drunk drivers has increased. There are twenty-nine adult drug court programs across the state and about 30 percent of enrollees are DUI offenders. Although the number of evaluations that include long-term recidivism measures are few, DUI courts have been demonstrated to be more effective in reducing repeat drunk driving offenses than traditional case processing.

**GOALS:** Increase the number of statewide DUI courts to thirty.

- » Increase the percentage of drunk driving or "driving under the influence of controlled substance" cases in traditional drug courts from 30 percent to 40 percent.
- » Increase the capacity of an existing felony DUI court from twenty-five participants to forty-five participants.

**ACTIVITIES:** For the second year, the State Court Administrative Office expanded the number of drunk driving offenders being placed in specialty court treatment programs otherwise known as sobriety or drug courts. These offenders cannot have a violent record but can be of any age.

Three additional sobriety and/or drug courts in Roseville, Muskegon, and Marquette were added to the OHSP-funded grant this year. This brings the total of DUI only courts to twenty-seven and hybrid DUI and Drug courts to fourteen,

totaling thirty-eight courts dealing with DUI offenders. The seven previously established DUI courts funded through OHSP grants now have 329 participants, of which 240 are DUI participants. These courts are located in Marquette, Macomb, Ingham, Muskegon, Van Buren, Otsego, and Crawford counties.

## DUI COURT TRAINING

*Section 410*

**BACKGROUND:** Drug and sobriety courts have been shown to significantly reduce recidivism in participants who graduate from the program. Courts with an active drug court or that are seeking to start one require training to update their staff on the latest court treatment programs and to learn how to run an effective and self sustaining program.

**GOAL:** Provide training for new and experienced drug/sobriety court staff.

**ACTIVITIES:** Personnel from courts serving Alger, Schoolcraft, and Wayne counties were sent to training workshops provided by the National Drug Court Institute. These personnel received current training on national trends with DUI and Drug court administration and treatment programs. Each court team reported that the training was valuable and would increase their ability to effectively provide services to the participants in their respective courts.

## REDUCE UNDERAGE DRINKING

### SAFE COMMUNITIES: ENFORCEMENT OF UNDERAGE DRINKING LAWS

*Sections 410, OJJDP*

**BACKGROUND:** Research and experience confirm that strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving.

The Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program has provided funding for overtime enforcement of underage drinking laws since 1998. Agencies in more than forty counties participate in a multi-tiered approach to enforcement – seeking out parties where underage drinkers are, targeting adults who furnish alcohol to minors, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors.

Underage drinking is associated with a host of problems, ranging from academic issues to alcohol poisoning to suicide. From 2004 to 2008, 26,414 drivers ages 13-20 were arrested for driving under the influence and 65,567 people under twenty-one were arrested for possession and other liquor law violations in Michigan. A total of 7,383 underage drinking drivers crashed from 2004 to 2008, 805 of those crashes involved death or serious injury.

**GOALS:** Maintain the proportion of drivers under age twenty-one in fatal or serious injury crashes who had been drinking at or below 5 percent in 2009.

- >> Decrease consumption of alcohol by minors by 3 percent through strict enforcement of underage drinking laws.
- >> Identify the rate of non-compliant licensees within local jurisdiction by conducting compliance checks.

**ACTIVITIES:** Law enforcement agencies in forty counties worked 18,729 hours of overtime enforcement and dispersed 1,033 parties. Citations issued:

Pick up some for a teen today.  
Get busted tomorrow!

Grow up, parents.  
Giving teens alcohol is not only wrong, it's against the law.

UNDERAGE DRINKING  
ADULT CONSEQUENCES

MICHIGAN  
OHSP  
Office of Highway Safety Planning



- » 1,606 minor-in-possession (MIP)
- » 504 open intoxicants
- » 263 adults furnishing alcohol
- » 3,660 compliance checks conducted with 377 violations

Enforcements highlights include:

The Detroit Police Department conducted more than 600 compliance checks, with nearly 200 violations cited. As a result of one compliance check, officers found and confiscated drug paraphernalia, including 5,000 crack pipes and 10,000 plastic baggies.

Ottawa County Sheriff's Office is the lead agency whose jurisdiction includes Grand Valley State University (GVSU), which was recently ranked as one of the nation's top three safest colleges. Officials from GVSU Public Safety feel that the underage drinking grant is a prime reason for the success because when they increase alcohol enforcement, they see a drop in crimes such as assaults, property destruction, sexual assaults, alcohol medical emergencies, and other crimes. In September, officers dispersed one large party near campus which resulted in 105 MIP tickets being issued.

After the approval of their first underage drinking enforcement grant, the Sterling Heights Police Department sent letters to liquor licensees and parents of high school students informing them of the stepped-up enforcement. They received positive feedback from both retailers and parents and were able to generate media coverage for the program.

A joint effort between Allegan and Barry county agencies focused enforcement on minors who were consuming alcohol on a "party island" in Gun Lake. After conducting two successful enforcement details, residents reported that the activity had stopped for the rest of the summer season.

In Bay County, officers located an 18-year-old intoxicated woman in a residential area. Further investigation led officers to a nearby house party, into which they were refused entry. Officers secured the residence, obtained a search warrant, then entered the residence. Once inside, officers issued nine MIP citations as well as one citation to the host of the party.

## YOUTH ALCOHOL PREVENTION

*Section 410*

**BACKGROUND:** Implementing prevention best practices at the local level is a vital component of an effective underage drinking prevention program. To achieve this, OHSP partners with the Michigan Office of Drug Control Policy (ODCP) to fund Prevention Network (PN). A statewide organization that supports substance abuse prevention and related efforts, PN provides services which build the capacities of grassroots groups to carry out effective local solutions, and coordinates statewide awareness and advocacy initiatives.

PN is the only statewide organization that provides training, technical assistance, and guidance on the prevention of substance abuse in an attempt to encourage local coalitions to move beyond the perception that prevention is about teaching healthy behaviors.

**GOAL:** Reduce youth access to alcohol by serving as a clearinghouse for local citizens, coalitions, and communities to obtain information on underage drinking initiatives. This is evaluated by the increase in prevention capacity the locals have after receiving services from PN staff.

**ACTIVITIES:** PN staff provided trainings to organizations and in-depth, long-term assistance to more than 200 community groups. They also awarded more than twenty small grants to local coalitions to address underage drinking.

PN coordinated the Michigan Coalition to Reduce Underage Drinking (MCRUD) and the Michigan Campus & Community Coalition for Prevention (MC34P). Both entities are key in reaching local organizations who are charged with reducing underage drinking and substance abuse.

PN's campus coordinator oversaw a Brief Alcohol Screening and Intervention of College Students (BASICS) program at the University of Michigan. BASICS is an evidence-based strategy for reducing the high-risk drinking behaviors that contribute to alcohol-related incidents, including binge drinking and impaired driving. BASICS uses motivational interviewing conducted by trained campus staff to increase a person's awareness of the potential problems caused, consequences experienced, and risks faced as a result of patterns of alcohol consumption. As feedback is presented, the clinician or program provider may foster the discrepancies between the perception that someone has of themselves and the reality of that person's situation. Attendees were from Michigan State, Ferris State, and Grand Valley State universities; Hope, Adrian, Olivet, Siena Heights, Madonna, Aquinas, and Kalamazoo colleges.

Providing technical assistance and training to high school athletic programs to strengthen their student policies regarding substance use and abuse is another key initiative PN has promoted. Five athletic conferences across the state are now incorporating "best practices" in student athlete policies. A delegation of representatives from Michigan traveled to New York to become trainers for this initiative in July 2009.

Seven media literacy trainings for teens were coordinated by PN. These trainings empower young people to understand mass media and how it works so that they can understand how the alcohol industry creates

their advertisements. Teens also create their own messages to convince other teens to not consume alcohol.

**AN UPDATE ON A MCRUD TEEN LEADER**

**Rachna Goel** grew up in the Upper Peninsula and graduated from Houghton High School in 2004. She became involved in MCRUD as a sophomore and as the president of her SADD chapter she was actively involved in youth advocacy on local and state levels. She graduated from Washington University in St. Louis in 2008 and is currently in her second year of law school at Case Western Reserve University. She plans to practice family law and child advocacy when she graduates. Goel presented at the fall MCRUD Teen Summit on how to effectively advocate for underage drinking prevention.





# Police Traffic Services

## TRAFFIC ENFORCEMENT

### SAFE COMMUNITIES: OVERTIME TRAFFIC ENFORCEMENT

*Sections 402, 406, 410, 163*

**BACKGROUND:** To make the best use of traffic safety funds, 2003-2007 crash data was used to identify where grant-funded overtime had the best potential to impact traffic crashes. Focused analysis means efficiently and effectively reaching the majority of drivers. Qualifying counties receive grants for overtime traffic enforcement involving local, county, and state law enforcement agencies.

Funding also supports four traffic enforcement vans in Ingham, Marquette, Monroe, and Ottawa counties. The vans are available for use in surrounding areas to enhance enforcement efforts and increase publicity regarding traffic safety.

**GOALS:** Achieve 97 percent seat belt use.

» Reduce alcohol involvement in serious and fatal crashes to 19 percent.

**ACTIVITIES:** State, local, and county law enforcement agencies conducted traffic enforcement during several enforcement periods throughout the year – Halloween, Thanksgiving, Christmas/New Year's, Superbowl Sunday, St. Patrick's Day, Memorial Day, 4th of July, and Labor Day. More than 300 law enforcement agencies in fifty-five counties, representing nearly 94 percent of the state's population, participated in seat belt and impaired driving enforcement initiatives during the year.

Law enforcement agencies conducted 25,285 hours of grant-funded daytime seat belt enforcement resulting in:

» 30,573 vehicles stopped  
 » 19,160 seat belt and child restraint citations  
 » 188 OWI arrests  
 » 1,044 driving while license suspended (DWLS)  
 » 51 drug arrests  
 » 828 misdemeanor and 64 felony arrests

4,523 hours of nighttime seat belt enforcement resulted in:

» 5,371 vehicles stopped  
 » 922 seat belt and child restraint citations  
 » 127 OWI arrests  
 » 157 DWLS  
 » 22 drug arrests  
 » 8 other alcohol arrests

Direct observation surveys of seat belt use took place before and after the Memorial Day mobilization, along with the annual survey before Labor Day. The state's belt use rate

currently stands at 97.9, the highest recorded to date in Michigan or the nation.

#### SUCCESS STORY

During the May seat belt mobilization, a traffic stop resulted in the arrest of three people on fourteen charges. Charges included: Driver; flee and elude 3rd offense, carrying a concealed weapon in a motor vehicle, possession with intent to deliver – cocaine, felony firearm, receiving and concealing stolen firearm, resist and obstruct a police officer, and reckless driving. One passenger was charged with carrying a concealed weapon in a motor vehicle, possession with intent to deliver – cocaine, felony firearm, and felon in possession of a firearm. A second passenger was charged with carrying a concealed weapon in a motor vehicle, possession with intent to deliver – cocaine, and felony firearm.

40,022 hours of impaired driving enforcement resulted in:

» 41,738 vehicles stopped  
 » 1,905 OWI arrests  
 » 262 drug arrests  
 » 114 other alcohol arrests  
 » 4,807 speeding citations  
 » 593 misdemeanor and 98 felony arrests

#### SUCCESS STORY

In 2009, the Detroit Police Department expanded its overtime enforcement to include six districts and two precincts, as well as the city-wide traffic enforcement unit. As a result, the department has dramatically enhanced the visibility of traffic enforcement to the more than two million residents in the metro-Detroit area. During enforcement dates, officers regularly confiscate weapons, seize drugs, and impound stolen vehicles, in addition to making arrests for warrants for various misdemeanor and felony offenses. DPD officers stopped more than 6,900 vehicles on grant overtime, resulting in 3,880 seat belt and child restraint citations, 212 OWI arrests, twenty-two drug arrests, 730 uninsured motorists, 575 driving on suspended license arrests, 333 other misdemeanor arrests, and made seven other felony arrests.

This marked the second year of a pilot program in two West Michigan counties to increase the visibility of drunk driving enforcement. High Visibility Enforcement (HVE)

takes place on roadways with a high prevalence of alcohol-involved crashes. Officers conduct late-night traffic patrols on a dedicated corridor, using special awareness tactics to ensure motorists recognize patrols that emphasize drunk driving enforcement.

Paid advertising ran for two-week periods in April, June, and August. Telephone surveys were conducted to determine the impact of HVE on public perception. Public perception of seat belt, night patrols, and drunk driving enforcement increased when the project began and the gains were sustained throughout the pilot.

Overtime patrols took place in the two counties from March through September. This resulted in:

- >> 2,633 vehicles stopped
- >> 12 seat belt/child passenger safety violations
- >> 128 OWI arrests
- >> 124 uninsured or suspended license violations
- >> 11 drug arrests
- >> 23 open intoxicant citations
- >> 866 other traffic violations

This year, the pilot project expanded to two East Michigan counties, excluding the paid advertising component. These locations were added to determine whether HVE by itself enhances the public perception of drunk driving enforcement or if paid advertising was needed.

In East Michigan, patrols took place during the summer months. This resulted in:

- >> 1,054 vehicles stopped
- >> 45 seat belt/child passenger safety violations
- >> 52 OWI arrests
- >> 178 uninsured or suspended license violations
- >> 11 drug arrests
- >> 11 open intoxicant citations
- >> 525 other traffic violations

Telephone surveys were conducted to determine the impact of HVE on public perception. In East Michigan, there was no significant increase in public perception of seat belt, night patrols, and drunk driving enforcement.

## SAFETY BELT ENFORCEMENT ZONE SIGNS

### Section 402

**BACKGROUND:** For the seventh year, law enforcement agencies conducted safety belt enforcement zones to ensure motorist awareness of increased enforcement. A safety belt enforcement zone requires the use of portable signs that mark the start of a zone area. Enforcement zone signs make it clear officers are writing seat belt citations, avoiding the assumption that a stop is for speeding. They also remind motorists that officers are serious about enforcing the seat belt law.



**GOAL:** Enhance the visibility of seat belt enforcement.

**ACTIVITIES:** As the number of grant-funded agencies continues to grow, so does the need for enforcement zone signs. Eighty enforcement zone signs were provided to new agencies.

## SAFE COMMUNITIES: SPEED ENFORCEMENT PILOT

### Section 402

**BACKGROUND:** In 2008, A Wayne State University study looked at speed-related crashes for 2003 - 2005. The analysis examined:

- >> speed-related crashes per county
- >> vehicle miles of travel (VMT)
- >> population
- >> licensed drivers
- >> registered vehicles
- >> number and percentage of severe speed-related crashes

The study identified counties and roadway segments in those counties where enforcement would have the best chance of impacting the problem. Three counties were selected to participate in a speed enforcement pilot project that continued in 2009.

**GOAL:** Maintain excessive speed in KA crashes at or below 16.4 percent by the end of 2009.

**ACTIVITIES:** Law enforcement agencies in Alger, Clinton, and Ottawa counties conducted 2,456 hours of speed enforcement, up more than 400 hours from FY2008, resulting in:

- >> 3,715 vehicle stops
- >> 92 seat belt citations
- >> 2,990 speed citations
- >> 244 other traffic violations
- >> 9 misdemeanor arrests

A review of the traffic crashes in these counties will be conducted after the crash file closes in March 2010.

## ENFORCEMENT SUPPORT

### MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

*Section 402*

**BACKGROUND:** The Award for Excellence in Traffic Safety is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. OHSP has provided grants for traffic safety efforts to winning agencies since 2002, with the exception of 2008 when budget constraints did not allow for the awarding of such grants.

**GOAL:** Recognize outstanding traffic safety efforts conducted by police and public safety departments across the state.

**ACTIVITIES:** The MACP received fifty-nine applications for the 2009 Awards for Excellence in Traffic Safety and OHSP presented \$80,000 in grants to twenty-five agencies. These awards were used to purchase equipment or conduct over-time traffic enforcement. AAA Michigan presented each finalist agency with a personalized plaque.

The winning agencies included twelve local police agencies, three county sheriff's offices, and ten Michigan State Police posts. Equipment purchased by the agencies included traffic vests, radars, in-car cameras, traffic reconstruction accessories, fatal vision goggles, binoculars, stop sticks, lasers, crash data retrieval equipment, and digital cameras.

In addition to the equipment, more than 200 hours of overtime impaired driving and seat belt enforcement took place. Nearly 300 stops resulted in ten CPS and seat belt citations, five OWI arrests, forty-nine speeding citations, and 164 other traffic violations.

### SPEED MEASUREMENT STANDARDS

*Section 402*

**BACKGROUND:** A comprehensive speed management program requires formal standards addressing issues related to speed measurement. The Michigan Commission on Law Enforcement Standards (MCOLES) continued a process that began in 2008 to develop formalized speed measurement training for all radar/lidar operators and instructors, and validate radar/lidar equipment specifications and procurement methods.

In order to introduce more well-trained police recruits to the field, MCOLES pursued including speed measurement

and standardized field sobriety testing (SFST) training into all Michigan law enforcement basic police training curriculums.

**GOALS:** To provide formal adoption of the radar/lidar operator and instructor standards to the full Commission on Law Enforcement Standards.

- »To implement formal statewide standards in speed measurement to all law enforcement officers and instructors.
- »To develop a methodology by which training in speed measurement and standard field sobriety testing is a mandated component of basic police training curriculum.

**ACTIVITIES:** An implementation coordinator assisted with this project and identified methodology by which the SFST and speed measurement training could be implemented into basic police recruit training, ensuring police recruits possess the necessary competencies in SFST and speed measurement upon graduation. The coordinator developed an equipment procurement and specification process and presented it to the Commission for approval.

Formal standards for radar/lidar operators and instructors were established and adopted by the full Commission on Law Enforcement Standards.

MCOLES staff pilot tested the standards regionally. The approved standards will be a mandate in the basic training police academies throughout the state by January 2010.

MCOLES staff, together with the contract coordinator, worked with the Prosecuting Attorney's Association of Michigan, Michigan Judicial Institute, Magistrate's Association, and the courts to ensure consistency with the project outcomes during the implementation phase.

The full Commission on Law Enforcement Standards approved the removal of speed measurement standards from the mandated basic training curriculum for recruits, but it is optional.

SFST training will be incorporated into the basic training curriculum for recruits beginning January 1, 2010.

## EDUCATION AND COMMUNICATION

### PAID ADVERTISING

*Sections 402-PM, 410-PM*

**BACKGROUND:** Stepped-up enforcement has the greatest impact when motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups, young men, effectively and efficiently. This strat-

egy has allowed OHSP to increase its message awareness and help drive positive behavior changes.

**GOAL:** Continue high levels of awareness for the *Buckle Up or Pay Up, Click It or Ticket* and *Drunk Driving. Over the Limit, Under Arrest.* campaign messages during enforcement mobilizations.

**ACTIVITIES:** Information about this task can be found in the Paid Advertising section on page 34.

## MOBILIZATION MESSAGE DEVELOPMENT AND MEDIA PLANNING

### Section 402

**BACKGROUND:** Well researched, audience-specific mobilization advertising campaigns have helped Michigan steadily increase seat belt use and reduce the number of alcohol-involved traffic deaths. Ad campaigns are brief but intense, designed to convince motorists that stepped up enforcement means a greater likelihood of a seat belt ticket or drunk driving arrest.

To ensure advertising messages are fresh and resonate with young men, new treatments will be developed for *Click It or Ticket* and *Over the Limit. Under Arrest.* enforcement campaigns. This will include conducting focus groups for both areas.

**GOAL:** Develop new advertising messages for *Click It or Ticket* and *Over the Limit. Under Arrest.*

**ACTIVITIES:** During *Click It or Ticket* focus groups, researchers spoke to young men who seldom or never wore their seat belt. Most were well aware of the enforcement campaigns and had even been cited but still did not make seat belt use a regular habit. In fact, the group talked about being reminded many times and in many ways about seat belts.

This was the basis for new TV and radio ads. A character called “beep beep” man took on the role of a vehicle’s seat belt reminder chimes. In the TV ad, beep beep man follows an unlucky and unbelted driver into the office, beeps as he’s getting coffee, and even gladly takes his money at the snack machine, beeping the entire time.

The beep beep concept was extended to the Internet, with a series of Web-only ads placed on sites that allowed viewers to see additional episodes of beep beep man.

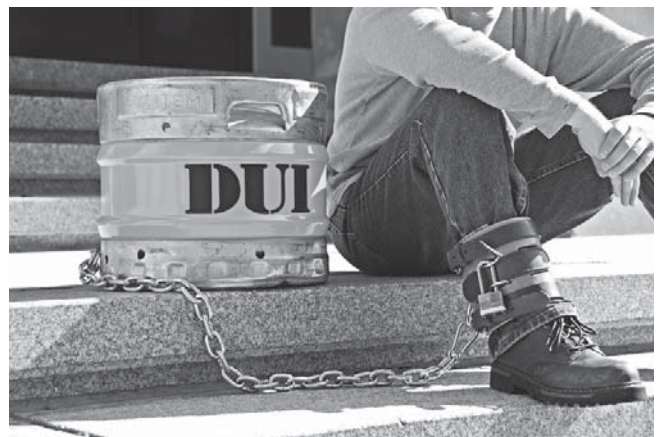


Focus groups for *Over the Limit. Under Arrest.* provided new insight into why some young men continue to drive drunk despite knowing the risks of arrest and the extensive consequences. Young men freely shared how common it was to drink to excess and then drive. The reasons were numerous: can’t bother friends to pick them up, don’t want to leave their vehicles behind, too far from home to get a ride, or wanted to go home with someone they met at the bar.

Further, these young men employed a number of strategies to avoid a drunk driving arrest. They took back roads and side streets whenever possible. All spoke of “concentrating” on their driving after drinking.

Because they had never been arrested for drunk driving, they felt they knew how to outsmart law enforcement officers.

While it would be challenging to convince this group that their chances of being arrested for drunk driving were increased, the creative took a different turn by demonstrating in a new way the long and lasting consequences of a





drunk driving arrest. Dubbed “keg and chain,” the ad depicts a young man going through his day with a keg chained to his ankle. His drunk driving arrest follows him crossing the street, at the park, and at the ATM where he finds he has insufficient funds. This ad was introduced for the August crackdown.

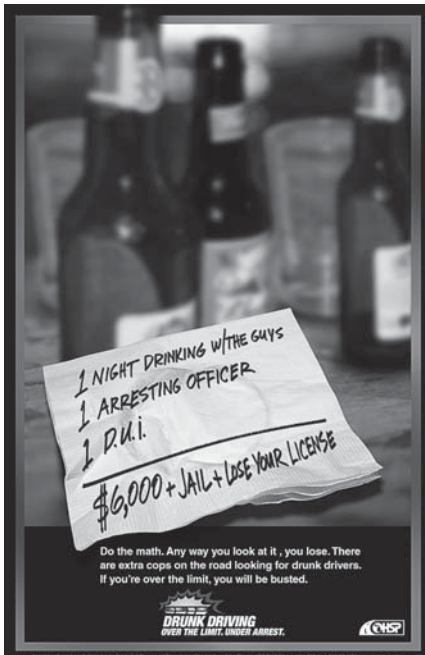
## MOBILIZATION OUTREACH DEVELOPMENT

Section 402

**BACKGROUND:** Widespread awareness of stepped up traffic enforcement is essential to change behavior. Much of that is accomplished through paid advertising campaigns and earned media activities designed to maximize news coverage.

That message is extended locally through law enforcement grantees and other traffic safety partners. Typically, partners receive kits that include sample news media materials, banners, and posters.

**GOAL:** Develop new outreach posters for *Click it or Ticket* and *Over the Limit. Under Arrest.*



**ACTIVITIES:** Four new posters were created for the seat belt and drunk driving campaigns, two for each campaign.

*Click It or Ticket* campaign kits included template news releases, PSA reader scripts, venue-specific posters for auto parts and sporting goods stores, pizza delivery box stickers, trash can stickers, fishing license sleeves, and banners.

Mobilization kits were shipped to:

- >>660 law enforcement agencies
- >>63 other traffic safety partners

Additional posters were shipped to:

- >>835 schools
- >>1,860 bars/restaurants

Mailings for the *Over the Limit. Under Arrest.* campaign included template news releases, PSA reader scripts, posters, and banners and were sent to:

- >>660 law enforcement agencies

Additional poster mailings were sent to:

- >>1,860 bars/restaurants
- >>840 Michigan NETS members

## EVALUATION: TELEPHONE SURVEYS

Sections 405, 410

**BACKGROUND:** Ongoing evaluation supports the effectiveness of enforcement mobilizations. Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements and new programs, and determine a program's effectiveness.

**GOAL:** Determine public perception of the enforcement efforts.

**ACTIVITIES:** Seven waves of surveys surrounded spring and summer enforcement activities. Each asked drivers about seat belts, impaired driving, and their awareness of educational messages and enforcement campaigns for them. Each survey included increased sample sizes for young men, western Michigan (the High Visibility Enforcement area), and eastern Michigan (the High Visibility Enforcement alternate treatment). An additional survey asked about driver knowledge and attitudes concerning less seasonal traffic safety programs.

Survey results are included in the Paid Advertising section on page 34.

## UNDERAGE DRINKING PREVENTION

### UNDERAGE ALCOHOL ENFORCEMENT AWARENESS

OJDP

**BACKGROUND:** In many cases, safety programs, including underage drinking enforcement, require a promotion, publicity, outreach, or education component to be effective.

# Pedestrians and Bikes

Public information efforts range from posting information on the OHSP Web site to the purchase of paid advertising to support statewide enforcement efforts. Products and programs are as diverse as the state's population.

Support services for underage drinking enforcement grantees is an essential component as well, providing them with informational materials such as posters and brochures, sample news releases, and up-to-date research on the dangers of underage drinking.

**GOAL:** Increase minors' awareness of underage drinking enforcement programs through the development of an awareness campaign.

**ACTIVITIES:** Underage drinking enforcement activities are not coordinated like mobilizations, and are not singularly focused. Enforcement may be compliance checks or dispersing parties. The program does not lend itself to an umbrella communications model that is employed for mobilizations.

Instead, OHSP is providing posters to agencies coordinating enforcement of underage drinking laws as well as sample media materials in order to conduct locally based awareness activities that coincide with enforcement activities.

## BICYCLE SAFETY

### BICYCLE HELMETS

*Section 402*

**BACKGROUND:** Most bicyclist injuries and deaths could be prevented if riders wore helmets. Bicycle-related injury and helmet use data in Michigan indicates that the potential target populations are children under ten years of age and their parents. Information from the FY02-03 Bicycle Assessment conducted by the League of Michigan Bicyclists indicated a need to focus on those children in low income communities who were least likely to wear helmets.

Studies have shown that the strongest predictor of children's helmet use was the presence of a helmeted companion. A child's decision to wear a helmet may be more influenced by a helmeted adult than by a formal program directed at the unhelmeted child.

**GOAL:** To provide helmets to low-income bike riders and educate them on the importance of wearing helmets.



**ACTIVITIES:** The Detroit Police Department (DPD), Community Services Section distributed more than 3,000 bicycle helmets to low-income bicyclists through the following activities:

- >> Safety programs conducted for children and their parents at Head Start locations in Detroit. Attendees were fitted for and given helmets
- >> Seven DPD districts received training on how to properly fit bicycle helmets and then distributed helmets
- >> DPD set up a traffic safety display, registered bicycles, and fit and distributed bicycle helmets at several summer events including the 27th Annual Metro Detroit Youth Day. This event was attended by more than 1,000 people and featured games and rides for children, free food, live entertainment, and speakers encouraging everyone to have a safe summer.



# Traffic Records

## ENFORCEMENT SUPPORT

### CRIMINAL JUSTICE INFORMATION CENTER TRAINER

Section 402

**BACKGROUND:** The basis for accurate crash data is the traffic crash report form (UD-10). With more than 22,000 officers from 600 law enforcement agencies completing UD-10s each year, training is required to ensure consistency. In 2007, a trainer was hired through a grant from OHSP to provide UD-10 training to law enforcement. The training was designed to improve the quality, accuracy, and speed by which crash information is captured and submitted. Since that time, eighty training classes have been held for supervisors and officers. In 84 percent of the cases in which agencies attended training, error/crash rates were reduced and reporting days decreased. Those agencies that sent both supervisors and officers had a larger reduction of errors than those agencies that sent either officers or supervisors.

**GOALS:** Improve the quality of crash data by reducing the average number of data errors per crash from 1.19 to 1.0 by the end of 2009.

»Reduce the number of unknown BAC and restraint use reporting levels on fatal crashes by 1 percent annually.

**ACTIVITIES:** The trainer conducted seventeen training classes with 283 attendees including road officers, supervisors, and other traffic safety partners. The trainer also participates in the TRCC Crash Data Users Group which is reviewing the UD-10 in relation to federal complaint standards. A training brochure was developed to promote the training and copies were distributed to all law enforcement agencies.

In addition, the UD-10 trainer and other CJIC staff have worked with medical examiners, hospitals, and police agencies in obtaining additional BAC results which has resulted in a 1.04 percent increase in reporting.

### ELECTRONIC CRASH CAPTURE AND DATA SUBMISSION

Section 408

**BACKGROUND:** In 2007 and 2008, law enforcement agencies applied for funding to improve their ability to collect and transmit crash information electronically. Nine law enforcement agencies received funding in 2008 to purchase laptops, mag-strip readers, air-cards, software, and training. Electronic processing of crash reports provides cost

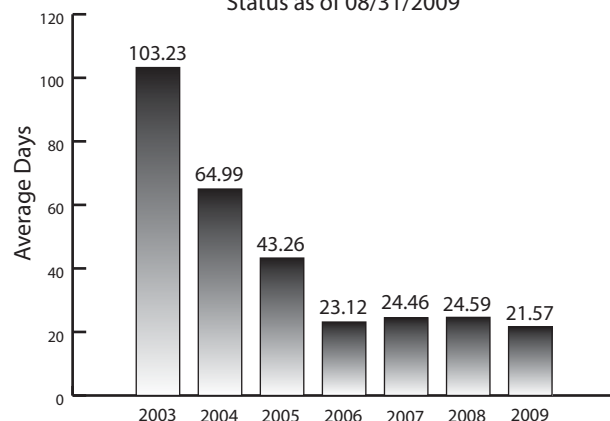
savings, improved data quality, timeliness, consistency, and completeness as well as processing efficiencies. Agencies that submit crash information electronically have shown an average decrease of 10 percent in the amount of time to complete and submit the crash record and a decrease of approximately 90 percent in crash data errors.

**GOAL:** Increase the percentage of police agencies collecting and submitting crash information from 15 percent in 2008 to 25 percent in 2009.

**ACTIVITIES:** Nine law enforcement agencies received funding in FY2009 to purchase laptops, mag-strip readers, air-cards, software, and training. These agencies are now collecting and submitting crash forms electronically. As of September, approximately 30 percent of agencies collect and submit crash data electronically.

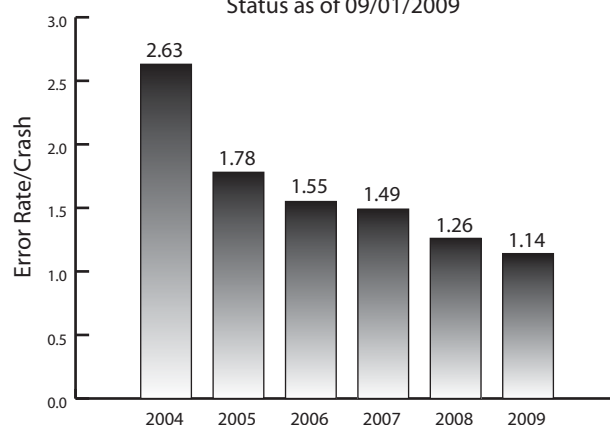
#### TCRS ANNUAL AVERAGE REPORTING DAYS

Status as of 08/31/2009



#### TCRS ANNUAL EDIT ERRORS

Status as of 09/01/2009



## DATA SYSTEMS

### CRASH PROCESS REDESIGN – RELEASE 7

Section 408

**BACKGROUND:** In the past seven years, the state crash system has been updated through the Crash Process Redesign (CPR) project. System changes in 2008 included: the ability to accept and edit crash reports electronically, improved FARS processing and integration with crash location, expanded Traffic Crash Reporting System (TCRS) security, and sanitized crash reports. Despite improvements, users continue to identify system enhancements.

**GOAL:** Increase the timeliness, quality, accuracy, and availability of crash information.

**ACTIVITIES:** Release 7 was completed and includes the following enhancements which have improved processing time, accuracy, and functionality:

- » Ability to receive electronic data in a standard Internet-based format
- » Ability to obtain roadway locating functions and enhance FARS analysis
- » Ability to generate Federal Motor Carrier Safety Administration safety information in a standard Internet-based file format
- » Modified and improved TCRS client security maintenance process
- » Added the ability to track TCRS Web usage
- » TCRS Web service for the crash report image retrieval
- » Redesign of edits and development of processes to handle paper and electronic data submission errors separately

### MDOS BUSINESS APPLICATION MODERNIZATION

Section 408

**BACKGROUND:** The Michigan Department of State (DOS) is undertaking a multi-year Business Application Modernization (BAM) development project to reengineer and redesign business processes and technical infrastructure. During an upcoming phase of BAM and with changes to the existing digital driver license contract, the method of obtaining photo images by the Michigan State Police (MSP) will likely need to be modified.

Information related to a license holder will be linked for easier access and higher quality data. This project allows for planning and design for changes to link MSP to the new file.

**GOAL:** Allow MSP to access photo images of DOS customers and provide DOS the ability to share driver data with all states.

**ACTIVITIES:** Development of the image retrieval application and the ability to share data with other states was completed and is being tested.

## EDUCATION AND COMMUNICATION

### MICHIGAN TRAFFIC CRASH FACTS

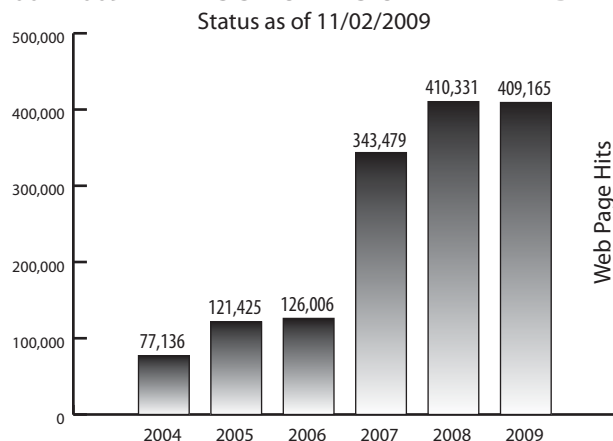
Section 402

**BACKGROUND:** Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The Michigan Traffic Crash Facts Web site is updated annually and provides comprehensive traffic crash data and reports. Since its inception in 2004, many enhancements have been made including the addition of a data query tool, mapping capabilities, table creation, additional geographic views, and sanitized UD-10 report retrieval.

**GOAL:** Produce the 2009 Michigan Traffic Crash Facts Web site including reports and query capabilities

**ACTIVITIES:** Enhancements to the query tool included a new look to the initial user screen including help files and videos, additional capabilities to search data by a specific date, and the ability to create data lists, charts, and download multiple UD-10s.

#### 2004-2009 TRAFFIC CRASH FACTS—YEARLY WEB HITS



# Community Traffic Safety

## SAFE COMMUNITY COALITIONS

### SAFE COMMUNITIES: COALITION/TRAFFIC SAFETY COMMITTEE MINI-GRANTS

Section 402

**BACKGROUND:** The National Highway Traffic Safety Administration (NHTSA) is committed to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems. Following the NHTSA model, Safe Community Coalitions and Traffic Safety Committees are comprised of business and civic leaders, health care professionals, elected officials, concerned citizens, law enforcement officers, educators, safety advocates, traffic engineers, emergency response personnel, and other key partners within a community. These groups develop action plans and galvanize support for traffic-related injury reduction activities in their respective communities.

**GOAL:** To save lives and reduce injuries caused by traffic crashes by delivering traffic safety programs at the community level.

**ACTIVITIES:** School bus drivers from the Mattawan/Paw Paw School District reported a significant number of vehicles failing to obey school bus stop lights when students are entering and/or departing the bus, creating the potential for injury to these students. These incidents are occurring on rural roadways with 55 mph speed limits.

A \$5,000 grant was provided to conduct enforcement on the four bus routes with the highest number of incidents. Officers rode the buses and relayed information to marked patrol units about vehicles violating the bus stop light system. The local news media extensively covered the program, educating the public about the school bus stop light system and the enforcement effort. Officers attributed the fact that only one citation was written to the increased publicity. In fact, at the conclusion of the program, school transportation directors reported a dramatic decrease in violations of the school bus stop light system.

### SAFE COMMUNITIES: DETROIT COMPREHENSIVE TRAFFIC SAFETY PROJECT

Section 402

**BACKGROUND:** Wayne County contains nearly 20 percent of the entire population of Michigan as well as the state's

largest city, Detroit. As a result of its size and population, Detroit experiences a large percentage of the state's traffic crash fatalities. In 2007, there were 1,084 traffic fatalities with 123 (11 percent) occurring in Detroit. Similarly in 2007, there were 134 pedestrian fatalities with over 50 percent (69) of those occurring in Detroit.

Detroit is one of the most densely populated areas in the state with the greatest proportion of low income and underserved population in the state.

Beginning in 2005, the Detroit Police Department (DPD), through a partnership involving OHSP, the City of Detroit, Detroit Safe Community Coalitions, the faith-based community, schools, and multi-cultural groups, has been providing programs directed toward reducing traffic-related crashes, injuries, and fatalities. As a result of their knowledge and understanding of the community they serve, DPD is uniquely qualified and positioned to carry out the programs needed to address traffic safety issues in this underserved population.

**GOAL:** Reduce traffic and pedestrian crashes, fatalities, and injuries in the City of Detroit.

**ACTIVITIES:** Police Community Services officers conducted more than 100 traffic safety presentations and workshops. These events were customized for the multi-cultural audience and stressed the importance of wearing seat belts, driving sober, and always using child safety seats.

Officers demonstrated the Global Electric Motor (GEM) car at the 2009 North American International Auto Show



Detroit crash data	2004	2005	2006	2007	2008	change
Crashes	33,511	30,052	25,571	25,011	22,347	-33%
Injuries	11,181	8,493	7,967	7,817	6,681	-40%
Fatalities	124	110	101	123	94	-24%
Alcohol-involved fatalities	39	39	39	32	34	-13%
Pedestrian fatalities and injuries	709	585	514	550	419	-41%
Bicycle fatalities and injuries	166	141	89	117	81	-51%
Motorcycle fatalities and injuries	198	171	198	206	192	-3%

and the 2009 AutoRama. The GEM car, purchased with grant funding, was used to deliver a hands-on training program to teen drivers on the dangers of impaired driving.

Officers participated on the Detroit Area Pedestrian Safety Action Team project with Wayne State University (WSU) to identify high pedestrian crash intersections, develop countermeasures to address the issues, and implement strategies to effect reductions. Police Community Services officers, in conjunction with WSU, conducted twenty-two pedestrian safety programs for 4,000 students in K-8 schools.

During the summer months, officers participated in events where they fitted and distributed over 3,000 bicycle helmets.

Police Community Services officers are increasingly involved in child passenger safety efforts and partnered with the Children's Hospital of Michigan to provide child passenger safety programs and car seat distributions in Detroit. One event was held at the Detroit Police Department's Southwestern District Police Station, which encompasses much of the underserved population OHSP is attempting to influence with traffic safety messages. At this one event alone, officers checked ninety-eight vehicles and fitted them with 196 car seats.

## NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY

### SAFE COMMUNITIES: DRIVE SAFELY WORK WEEK

Section 402

**BACKGROUND:** The Michigan Network of Employers for Traffic Safety (NETS) was established in 1994 bringing together the private and public sector to reduce traffic deaths and bring down the cost of on- and off-the-job crashes. The program now has more than 700 business partners and encourages businesses to establish or expand workplace traffic safety programs.

The National NETS organization provides resources for a Drive Safely Work Week (DSWW) campaign to promote safe driving practices. Michigan NETS members and OHSP grantees are encouraged to take part in this employer campaign.

**GOAL:** Reduce traffic deaths and injuries by encouraging employers to participate in DSWW.

**ACTIVITIES:** NETS partners were offered free materials for the annual DSWW campaign. Materials included a newsletter article, poster, safety tips, press releases, study guides, pledge forms, and a PowerPoint presentation. In addition, 150 DSWW campaign kits were distributed to law enforcement grantees and OHSP/AAA Traffic Safety Committees to share with local employers.

Michigan NETS was also involved in the planning and implementation of WSU's 6th annual Drive Safely to Wayne State campaign. The two-day event featured seven exhibitors, including the Michigan NETS display. The event attracted hundreds of students, faculty, staff, and community members.

### CORPORATE TRAINING

Unfunded

**BACKGROUND:** Defensive driving training encourages businesses to implement workplace traffic safety programs. While there are benefits of a workplace traffic safety program, many employers are unaware of how these programs can enhance safety and reduce employer costs.

**GOAL:** To develop and implement workplace traffic safety training programs and presentations for Michigan businesses.





**ACTIVITIES:** Traffic safety programs/presentations included:

- » An overview of OHSP and NETS programs to the Lansing Area Safety Council Advisory Group for twenty-five participants
- » Seat belt, drunk driving, distracted driving, fatigue, and defensive driving information to two companies that employ nearly 700 people
- » Two, eight-hour defensive driving classes to twenty-three NETS corporate partners in partnership with MSP Precision Drive Track personnel

**OTHER ACTIVITIES:**

- » The Michigan NETS Advisory Board, in partnership with General Motors Safe Driving Program, helped financially sponsor the NETS National Benchmark Study Group conference. Twenty-eight global companies participated in the event
- » An online survey was developed to determine the support the NETS program has throughout the state. Ninety-seven percent of the respondents were interested in continuing their association with the NETS program and 93 percent support safe driving practices
- » The Michigan NETS coordinator served on the Michigan NETS Advisory Board which meets quarterly

## EDUCATION AND COMMUNICATION

### IN-HOUSE PUBLIC INFORMATION AND EDUCATION

#### Section 402

**BACKGROUND:** To promote seat belt use, sober driving, and other traffic safety issues, the OHSP Communications Section carries out many activities, including a statewide, general interest traffic safety newsletter. The section also oversees the development of posters and other printed materials to promote traffic safety campaigns, and hosts news conferences to promote traffic safety initiatives.

**GOAL:** Continue communication programs and materials for grantees, partners, and the general public to support traffic safety issues that address traffic deaths and injuries.

**ACTIVITIES:** Projects included:

- » Produced OHSP's annual report, as well as the state-funded Michigan Truck Safety Commission and Secondary Road Patrol and Accident Prevention Program reports

- » Developed new materials including a motorcycle safety brochure, catalog of OHSP loan videos, and updated materials catalog
- » Issued twenty-four statewide news releases and thirty-three localized news releases
- » Developed post cards, registration materials, and programs for the Michigan Traffic Safety Summit
- » Continued to keep information posted to the OHSP Web site current



### MATERIALS STORAGE AND DISTRIBUTION

#### Section 402

**BACKGROUND:** OHSP supports the storage and dissemination of traffic safety materials so that anyone has access to this information at no charge. This allows grantees, partners, and others to utilize posters and other printed materials for local traffic safety efforts.

**GOAL:** Continue support for the efficient storage and dissemination of traffic safety materials in support of ongoing traffic safety programs and campaigns.



**ACTIVITIES:** OHSP proactively distributes traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published, a targeted mailing is conducted to pertinent audiences.

Twenty-five special mailings of more than 720,000 items were shipped to more than 20,000 locations and included: May mobilization kits, July Law Enforcement Action Kits, CPS DVDs, booster seat information, Michigan Traffic Safety Summit information, August drunk driving crackdown materials, seat belt reference cards for law enforcement, and brochures on seat belt use for pregnant women.

Overall, more than 1.4 million items were shipped to 21,215 sites throughout the year. This is a decrease from 2008 when more than 1.6 million items were shipped to 13,100 sites.

## COMMUNICATIONS STRATEGIC COUNSEL

*Section 402*

**BACKGROUND:** While planning takes into account the vast majority of activities for a fiscal year, from time to time unanticipated issues and needs arise. Strategic counsel provides the ability to review and respond to these situations in a timely manner.

**GOAL:** Provide strategic counsel, when needed, for unanticipated issues that arise.

**ACTIVITIES:** For many years, OHSP and AAA Michigan have jointly supported a network of regional Traffic Safety Committees (TSCs). Committees represent a cross section of traffic safety interests, from law enforcement to traffic engineers to road commissions to personnel from local Department of State branch offices. Groups meet regularly to share information, receive updates of local activities, and stay abreast of traffic safety issues at the state and national levels.

AAA Michigan surveyed TSC members asking them which traffic safety areas they felt were of key concern. Committee members responded that distracted driving was a top priority area. OHSP engaged its marketing contractor to examine this issue and provide recommendations for a possible distracted driving outreach campaign. This information will be used to guide further activities in this area.

Later in the year, the State of Michigan's finances were extremely hard hit by growing problems in the auto industry, unemployment, and a decline in consumer spending. These issues triggered a drastic drop in state revenues that resulted in numerous cuts in spending.

This situation was announced shortly before the annual May seat belt mobilization, when federal traffic safety funds

would support paid advertising and additional traffic patrols. Again, OHSP's marketing contractor assisted with the development of talking points for this effort to clearly explain the program, its benefits, and federal funding to help the state's residents understand that *Click It or Ticket* would not add to the state's fiscal issues.

## COMMUNICATIONS OUTREACH

*Section 402*

**BACKGROUND:** While OHSP takes full advantage of earned media opportunities to highlight traffic safety issues, a variety of means must be employed to reinforce messages and introduce new themes, especially among target audiences.

**GOAL:** Identify opportunities to reinforce traffic safety messages, outside of earned media and paid advertising tactics.

**ACTIVITIES:** OHSP was again visible at the Michigan State Fair, using the opportunity to display the *Click It or Ticket* message on t-shirts worn by parking lot attendants, inFAIR-formation booths, banners, and additional logos on fair materials. Public service announcements were also read over the fairgrounds' public address system.



# Paid Advertising

## SUMMARY

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins.

## PAID ADVERTISING

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs as well as Internet sites that are popular with the audience, movie theaters, and projection advertising in metro Detroit and Grand Rapids.

## 2008-2009 TRAFFIC ENFORCEMENT MOBILIZATION ADVERTISING SUMMARY

### Campaign Targeted toward Men 18-34; May 11 through May 24, 2009

#### Michigan Office of Highway Safety Planning ~ May 2009 Radio ~ Buckle Up or Pay Up ~ 2 Weeks

Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
-Non-Metered (Upper Peninsula, Alpena)				685	172	110	\$6,331.10
-Battle Creek	57.8%	8.1	468.2	100		6	\$3,655.00
-Detroit	82.9%	4.0	331.5	366	40	270	\$37,340.50
-Flint	75.5%	7.5	566.2	380	30	145	\$7,097.50
-Grand Rapids	62.7%	5.3	332.1	311	10	401	\$8,891.00
-Kalamazoo	59.1%	5.8	342.9	244	44	10	\$5,865.85
-Lansing	62.3%	6.2	386.1	391	20	162	\$6,846.75
-Saginaw	76.9%	6.7	515.1	263	10	141	\$5,788.50
-Traverse City	63.7%	6.3	401.6	284	6	4	\$6,233.90
<b>Total</b>				<b>3024</b>	<b>332</b>	<b>1249</b>	<b>\$88,050.10</b>
<b>Total Value Added Worth</b>							<b>\$58,755.00</b>

#### Michigan Office of Highway Safety Planning ~ May 2009 Cable ~ Buckle Up or Pay Up ~ 2 Weeks

Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
-Detroit	96.4%	4.2	408.8	489		150	\$126,484.25
-Flint	87.4%	3.4	297.0	546		150	\$47,910.25
-Grand Rapids	95.3%	3.6	253.1	447		150	\$62,109.50
-Lansing	92.3%	3.9	225.3	504		150	\$35,857.25
-FSN			209.2	172	50		\$55,862.00
<b>Total</b>				<b>2158</b>	<b>50</b>	<b>600</b>	<b>\$328,223.25</b>
<b>Total Value Added Worth</b>							<b>\$75,500.00</b>

#### Michigan Office of Highway Safety Planning ~ May 2009 TV ~ Buckle Up or Pay Up ~ 2 Weeks

Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
-Detroit	90.6%	4.6	416.7	266	24	60	\$143,254.75
-Flint	85.5%	5.3	452.9	196	2	16	\$45,878.75
-Grand Rapids	95.0%	4.5	427.4	156	11	10	\$78,200.00
-Lansing	91.8%	4.6	422.5	182	24	10	\$30,587.25
-MBN				32			\$2,423.96
<b>Total</b>				<b>832</b>	<b>61</b>	<b>96</b>	<b>\$300,344.71</b>
<b>Total Value Added Worth</b>							<b>\$45,125.00</b>

Michigan Office of Highway Safety Planning ~ May 2009 Interactive ~ Buckle Up or Pay Up ~ 2 Weeks				
Site	Market	Impressions	CPM	Total
- Turner (Adultswim.com, NBA.com, Yahoo.com)	Detroit, Flint, Grand Rapids, Lansing	449,721	\$ 13.95	\$6,275.17
- CNN.com	Detroit, Flint, Grand Rapids, Lansing	1,956,798	\$ 7.27	\$14,229.23
- Foxsports.com	Detroit, Flint, Grand Rapids, Lansing	2,893,901	\$ 7.72	\$22,330.19
- Gamespot.com	Detroit, Flint, Grand Rapids, Lansing	1,594,218	\$ 5.53	\$8,810.74
- IGN.com	Detroit, Flint, Grand Rapids, Lansing	445,122	\$ 10.34	\$4,601.45
- MLB.com	Detroit, Flint, Grand Rapids, Lansing	1,186,674	\$ 11.42	\$13,546.89
- Myspace.com	Detroit, Flint, Grand Rapids, Lansing	3,662,268	\$ 4.25	\$15,571.79
- Massive (XBOX)	Detroit, Flint, Grand Rapids, Lansing	714,711	\$ 17.60	\$12,575.76
<b>Total</b>				<b>\$97,941.22</b>

Michigan Office of Highway Safety Planning ~ May 2009 Projection ~ Buckle Up or Pay Up ~ 2 Weeks				
Counties	Flight Dates	# of Units	Hours	Total
-Detroit	5/15, 5/16, 5/22, 5/23	2	6.0	\$17,700.01
-Grand Rapids	5/15, 5/16, 5/22, 5/23	1	6.0	
<b>Total</b>				<b>\$17,700.01</b>

Michigan Office of Highway Safety Planning ~ May 2009 Cinema ~ Buckle Up or Pay Up ~ 2 Weeks				
Company - Market	Flight Dates	# of Theatres	# of Screens	Total
- Screenvision - Detroit, Flint, Grand Rapids, Lansing	5/08 - 5/21	43	410.0	\$51,527.00
- Cinemedia - Detroit, Flint, Grand Rapids, Lansing	5/08 - 5/21	31	387.0	\$36,306.00
<b>Total</b>				<b>\$87,833.00</b>

<b>Total Media Spending</b>	<b>\$920,092.29</b>
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### Campaign Targeted toward Men 21-34; April through September 2009

Michigan Office of Highway Safety Planning ~ 2009 Radio ~ HVE ~ 6 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
-Grand Rapids	81.4%	23.8	1937.6	1953		1452	\$56,070.25
-Kalamazoo	68.3%	26.4	1802.9	1092	12	90	\$35,059.95
<b>Total</b>				<b>3045</b>	<b>12</b>	<b>1542</b>	<b>\$91,130.20</b>
<b>Total Value Added Worth</b>							<b>\$15,930.00</b>

Michigan Office of Highway Safety Planning ~ 2009 Cable ~ HVE ~ 6 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
System 7783 - Grand Haven/Allendale				1527		85	\$18,625.20
System 1112 - Kalamazoo				1657		95	\$29,497.55
System 8415 - Holland				1958		100	\$7,311.70
<b>Total</b>				<b>1527</b>	<b>0</b>	<b>85</b>	<b>\$55,434.45</b>
<b>Total Value Added Worth</b>							<b>\$1,400.00</b>

Michigan Office of Highway Safety Planning ~ 2009 TV ~ HVE ~ 6 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
-Grand Rapids	95.1%	4.9	1386.3	481	14	45	\$225,258.50
<b>Total</b>				<b>481</b>	<b>14</b>	<b>45</b>	<b>\$225,258.50</b>
<b>Total Value Added Worth</b>							<b>\$20,850.00</b>

Michigan Office of Highway Safety Planning ~ 2009 Interactive ~ HVE ~ 6 Weeks				
Site	Market	Impressions	CPM	Total
- Turner (Adultswim.com, NBA.com, Yahoo.com)	Grand Rapids	1,780,124	\$ 8.68	\$15,459.02
- CNN.com	Grand Rapids	1,419,860	\$ 6.86	\$9,735.98
- ESPN.com	Grand Rapids	1,243,899	\$ 9.14	\$11,366.56
- Foxsports.com	Grand Rapids	1,936,422	\$ 4.00	\$7,736.13
- MLB.com	Grand Rapids	1,857,646	\$ 6.19	\$11,497.96
- MLive.com	Grand Rapids	1,274,500	\$ 8.96	\$11,421.45
- Myspace.com	Grand Rapids	4,152,404	\$ 2.77	\$11,497.94
- Massive (XBOX)	Grand Rapids	364,844	\$ 20.38	\$7,435.72
<b>Total</b>				<b>\$86,150.76</b>



## Campaign Targeted toward Men 21-34; June 24 through July 5, 2009

Michigan Office of Highway Safety Planning ~ July 2009 Radio ~ Over the Limit Under Arrest ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
-Detroit	88.7%	5.1	452.4	589	20	385	\$51,000.00
<b>Total</b>				<b>589</b>	<b>20</b>	<b>385</b>	<b>\$51,000.00</b>
<b>Total Value Added Worth</b>							<b>\$51,100.00</b>

Michigan Office of Highway Safety Planning ~ July 2009 Cable ~ Over the Limit Under Arrest ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
-Detroit	66.9%	2.9	197.2	298		150	\$75,437.50
-FSN			66.4	52	10		\$16,558.00
<b>Total</b>				<b>350</b>	<b>10</b>	<b>150</b>	<b>\$91,995.50</b>
<b>Total Value Added Worth</b>							<b>\$40,000.00</b>

Michigan Office of Highway Safety Planning ~ July 2009 TV ~ Over the Limit Under Arrest ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
-Detroit	76.1%	4.0	304.4	206	24	58	\$87,456.50
<b>Total</b>				<b>206</b>	<b>24</b>	<b>58</b>	<b>\$87,456.50</b>
<b>Total Value Added Worth</b>							<b>\$22,100.00</b>

Michigan Office of Highway Safety Planning ~ July 2009 Interactive ~ Over the Limit Under Arrest ~ 2 Weeks					
Site	Market	Impressions	CPM	Total	
-Adultswim.com	Detroit	91,652	\$ 14.54	\$1,332.87	
-CNN.com	Detroit	347,125	\$ 6.50	\$2,257.60	
-ESPN.com	Detroit	604,654	\$ 9.85	\$5,952.93	
-Foxsports.com	Detroit	1,716,608	\$ 6.18	\$10,609.23	
-Gamespot.com	Detroit	962,045	\$ 5.09	\$4,900.83	
-IGN.com	Detroit	270,845	\$ 10.28	\$2,785.32	
-MLB.com	Detroit	213,931	\$ 5.36	\$1,147.34	
-Myspace.com	Detroit	2,594,971	\$ 3.91	\$10,148.93	
-Massive (XBOX)	Detroit	104,663	\$ -	\$0.00	
<b>Total</b>				<b>\$39,135.05</b>	

Total Media Spending	\$269,587.05
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## Campaign Targeted toward Men 21-34; Aug 19 through Sep 6, 2009

Michigan Office of Highway Safety Planning ~ August 2009 Radio ~ Over the Limit Under Arrest ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
-Non-Metered (Upper Peninsula, Alpena)				1004	315	165	\$9,849.83
-Battle Creek	59.9%	10.5	628.8	87		6	\$3,136.50
-Detroit	91.0%	5.8	528.0	659	20	465	\$60,239.50
-Flint	72.7%	8.6	625.2	441	30	25	\$8,223.75
-Grand Rapids	64.9%	6.5	422.0	560	5		\$12,932.75
-Kalamazoo	55.8%	8.2	457.2	384	44	10	\$9,029.55
-Lansing	64.7%	8.3	537.3	426	10	45	\$9,243.75
-Saginaw	76.8%	9.7	745.2	348		9	\$8,797.50
-Traverse City	70.6%	10.1	712.8	528		6	\$11,684.10
<b>Total</b>				<b>3909</b>	<b>424</b>	<b>725</b>	<b>\$133,137.23</b>
<b>Total Value Added Worth</b>							<b>\$58,120.00</b>

Michigan Office of Highway Safety Planning ~ August 2009 Cable ~ Over the Limit Under Arrest ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
-Detroit	72.9%	3.7	269.0	435		175	\$111,188.50
-Flint	62.6%	3.0	182.7	626		175	\$42,767.75
-Grand Rapids	74.9%	2.8	201.9	405		125	\$56,933.00
-Lansing	67.9%	2.8	286.6	377		125	\$32,991.05
-FSN			263.4	227	75		\$60,775.00
<b>Total</b>				<b>2070</b>	<b>75</b>	<b>600</b>	<b>\$304,655.30</b>
<b>Total Value Added Worth</b>							<b>\$82,875.00</b>

Michigan Office of Highway Safety Planning ~ August 2009 TV ~ Over the Limit Under Arrest ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
-Detroit	93.5%	5.0	467.7	329	26	58	\$130,487.75
-Flint	92.1%	5.4	497.4	240	3	23	\$43,473.25
-Grand Rapids	93.9%	4.8	450.5	215	15	10	\$73,236.00
-Lansing	98.8%	4.5	444.5	214	6	35	\$29,537.50
-MBN				49			\$3,745.44
<b>Total</b>				<b>1047</b>	<b>50</b>	<b>126</b>	<b>\$280,479.94</b>
<b>Total Value Added Worth</b>							<b>\$38,225.00</b>



Michigan Office of Highway Safety Planning ~ August 2009 Interactive ~ Over the Limit Under Arrest ~ 3 Weeks				
Site	Market	Impressions	CPM	Total
- Adultswim.com	Detroit, Flint, Grand Rapids, Lansing	357,684	\$ 13.33	\$4,768.05
- CNN.com	Detroit, Flint, Grand Rapids, Lansing	1,470,776	\$ 6.78	\$9,973.18
- Foxsports.com	Detroit, Flint, Grand Rapids, Lansing	2,995,971	\$ 4.93	\$14,776.16
- Gamespot.com	Detroit, Flint, Grand Rapids, Lansing	3,302,434	\$ 3.51	\$11,580.53
- IGN.com	Detroit, Flint, Grand Rapids, Lansing	458,367	\$ 10.04	\$4,602.07
- Myspace.com	Detroit, Flint, Grand Rapids, Lansing	4,165,055	\$ 3.65	\$15,220.36
- NFL.com	Detroit, Flint, Grand Rapids, Lansing	1,378,466	\$ 6.81	\$9,392.50
- Massive (XBOX)	Detroit, Flint, Grand Rapids, Lansing	836,093	\$ 16.27	\$13,600.01
<b>Total</b>				<b>\$83,912.86</b>

Michigan Office of Highway Safety Planning ~ August 2009 Projection ~ Over the Limit Under Arrest ~ 3 Weeks				
Counties	Flight Dates	# of Units	Hours	Total
Detroit	8/21, 8/22, 8/28, 8/29, 9/4, 9/5	2	6.0	\$26,550.00
Grand Rapids	8/21, 8/22, 8/28, 8/29, 9/4, 9/5	2	6.0	
<b>Total</b>				<b>\$26,550.00</b>

Michigan Office of Highway Safety Planning ~ August 2009 Cinema ~ Over the Limit Under Arrest ~ 3 Weeks				
Company - Market	Flight Dates	# of Theatres	# of Screens	Total
- Screenvision - Detroit, Flint, Grand Rapids, Lansing	8/28 - 9/10	43	393.0	\$39,734.00
- Cinemedia - Detroit, Flint, Grand Rapids, Lansing	8/21 - 9/10	31	387.0	\$54,304.00
<b>Total</b>				<b>\$94,038.00</b>

<b>Total Media Spending</b>	<b>\$922,773.33</b>
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## ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES

Before and after each enforcement mobilization, OHSP sponsors 400-sample statewide telephone surveys, with a

150 over sampling of male drivers under thirty. The surveys assist with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.

### MAY 2009 *CLICK IT OR TICKET*

*Police in my community are writing more safety belt tickets now than they were a few months ago. (strongly agree/somewhat agree)*

	2007*		2008		2009	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	n/a	n/a	41.1%	64.1%	38.6%	47.5%
Young men	n/a	n/a	51.3%	61.3%	52.7%	61.3%

*In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for safety belt violations?*

	2007*		2008		2009	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	n/a	n/a	18.5%	57.3%	16.3%	39.3%
Young men	n/a	n/a	15.3%	53.3%	20.7%	41.3%

*Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)*

	2007*		2008		2009	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	n/a	n/a	9.1%	54.7%	15.1%	44.3%
Young men	n/a	n/a	15.1%	55%	22.8%	51.3%

\* No paid advertising took place this year and surveys were not conducted.

### JULY 2009 *OVER THE LIMIT. UNDER ARREST.*

*Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)*

	2008		2009	
	Pre survey	Post survey	Pre survey	Post survey
General population	52.3%	51.8%	39.8%	46.8%
Young men	46.6%	54%	46.0%	50.0%
West Michigan	51%	49.3	44.6%	48.2%

*In the past thirty days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?*

	2008		2009	
	Pre survey	Post survey	Pre survey	Post survey
General population	20%	21.5%	17.0%	32.0%
Young men	14.7%	29%	19.3%	22.0%
West Michigan	13.4%	25%	21.4%	23.6%

*Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)*

	2008		2009	
	Pre survey	Post survey	Pre survey	Post survey
General population	37.1%	32.1%	26.3%	25.8%
Young men	31.5%	36.5%	32.9%	32.8%
West Michigan	27.7%	36.8	25.1%	18.4%

West Michigan was surveyed because of a pilot visibility project detailed on page 22.

## **AUGUST 2009 OVER THE LIMIT. UNDER ARREST.**

*Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)*

	2007		2008		2009	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	56%	57%	55.6%	58.1%	47.8%	44.6%
Young men	49%	59%	62.6%	61.3%	51.3%	50.0%

*Have you heard of any special enforcement in the past thirty days related to police efforts to arrest drunk drivers?*

	2007		2008		2009	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	23%	35%	16%	29%	19.8%	24.0%
Young men	19%	31%	20.7%	34.7%	18.0%	30.7%

*Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)*

	2007		2008		2009	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	13%	30%	21.7%	40.6%	21.8%	34.0%
Young men	9%	31%	13.3%	51.9%	16.5%	38.5%

# Driver Education

## SENIOR MOBILITY WORKGROUP SUPPORT

*Unfunded*

**BACKGROUND:** Senior drivers are a steadily growing segment of the population and one that is disproportionately likely to be injured in the event of a crash. In Michigan, the percentage of senior drivers (65+) is expected to double to 17 percent of the state's population by the year 2020. As the number of older citizens continues to increase, important issues affecting this population need to be addressed. One of the most pressing is preserving the mobility and enhancing the safety of seniors.

**GOAL:** Preserve the mobility and enhance the safety of the growing senior population.

**ACTIVITIES:** The Senior Mobility Workgroup continues to oversee implementation of strategies identified in the Senior Mobility and Safety Section of the Michigan Strategic Highway Safety Plan including the following:

- » The workgroup worked with Central Michigan University's Center for Driving Evaluation, Education and Research (DEER) to provide clinical services to evaluate cognitive fitness to drive, provide education to improve older driver safety, and conduct research on older drivers and drivers with attention disorders. This project is ongoing through 2010.
- » The workgroup sought opportunities to bring senior advocacy groups together to promote senior mobility issues. They participated in a joint meeting of the Regional Elder Mobility Alliance, Southeast Michigan Council of Government's Aging Team, University of Michigan's Center for Advancing Safe Transportation throughout the Lifespan, and DEER. The purpose of the meeting was to bring together everyone working on safe senior transportation in Michigan to begin a dialog among the groups to streamline processes and prevent duplication of efforts.



# Roadway Safety

## LOCAL SAFETY ANALYSIS

### METROPOLITAN PLANNING ORGANIZATION SAFETY ANALYSIS

Section 402

**BACKGROUND:** Metropolitan Planning Organizations (MPOs) provide a variety of services, including transportation safety and planning. Unfortunately, many MPOs do not have resources to conduct in-depth traffic safety roadway analysis. Consequently, since FY2004, more than 400 intersections and road segments have been analyzed within several MPOs through a technical assistance program funded by OHSP.

**GOALS:** Provide a comprehensive traffic safety study for the Washtenaw Area Transportation Study (WATS) to assist in identifying crash and roadway engineering issues and recommend resolutions.

» Provide a follow-up analysis to the 2005 Battle Creek Area Transportation Study (BCATS).

**ACTIVITIES:** Thirty locations were selected for in-depth engineering and safety studies within the WATS area. Detailed traffic crash analysis at selected high-crash locations was performed. Comprehensive site investigations and analysis included field surveys of existing geometric and traffic control features along with the peak hour traffic volume data. The report was completed in September 2009 and provided WATS with a list of low-cost improvements to the roads studied. These included signal timing updates, signage improvements, and speed limit corridor changes.

The follow-up analysis report for the BCATS was completed and found:

- » At least one or more of the modifications recommended in the 2005 study were implemented in twenty-seven of the thirty-four intersections studied
- » Between 2003/2004 and 2007/2008, at those twenty-seven locations, intersection crashes decreased by 15.2 percent and twenty-one intersections experienced a decrease in crashes
- » Between 2003/2004 and 2007/2008, at the twenty-seven locations, intersection injury crashes decreased by 13.9 percent and fifteen locations had decreases
- » There were no fatal crashes at any of the study locations between 2003 and 2008







# Motorcycle Safety

## TRAINING AND EDUCATION

### MOTORCYCLE SAFETY AND TRAINING

*Section 2010*

**BACKGROUND:** In 2008, Michigan continued to experience an increase in motorcycle fatalities, rising from 120 in 2007 to 127 in 2008. In addition, many motorcyclists continue to ride motorcycles illegally by not having a proper license endorsement. The results of a recent University of Michigan study of motorcycle crashes revealed that nearly 40 percent of the riders involved in fatal crashes lacked the required cycle endorsement. It is believed that a reduction in motorcycle crashes, injuries, and fatalities could be realized with added emphasis on proper training and licensing of riders.

In an effort to address rider safety issues, the state, in collaboration with the motorcycle community, has invested considerable time and effort toward improving rider safety through enhancements in the state's motorcycle safety training program. Formal motorcycle education, training, and licensing are viewed as critical components necessary to operate a motorcycle safely on Michigan's roadways as almost 90 percent of all motorcycle crashes result in an injury or death.

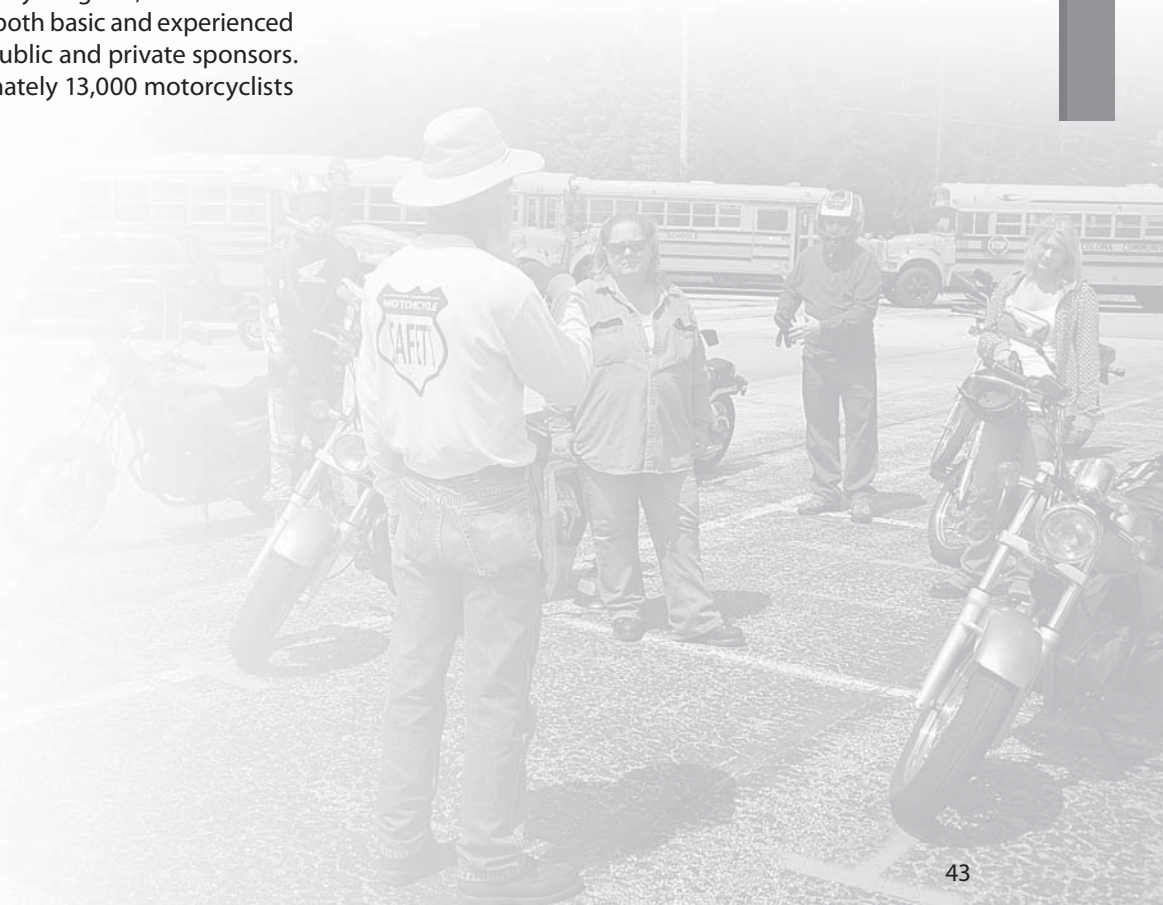
The Michigan Motorcycle Safety Program, administered by the Secretary of State, offers both basic and experienced rider courses through several public and private sponsors. These programs train approximately 13,000 motorcyclists

annually at more than fifty training sites. However, the number of classes offered has not kept pace with the public's demand for training. Offering additional training enhances capacity and the programs' abilities to meet demand. In addition, purchasing additional training motorcycles is also required to enhance the quality of the training programs by providing the best equipment to meet the needs of an increasing student population.

**GOALS:** Increase capacity of the Michigan Motorcycle Safety Training Program by holding eighty-five motorcycle training courses.

»To maintain safe equipment and enhance the Michigan Motorcycle Safety Training Program by providing three new training bikes.

**ACTIVITIES:** Grand Rapids Community College and Schoolcraft College conducted 104 additional motorcycle safety courses in the Grand Rapids and metro Detroit areas, providing training for 1,234 riders. In addition, three new training bikes were purchased and delivered to the Schoolcraft College program.



# Emergency Medical Services

## RECORDS IMPROVEMENT

### EMERGENCY MEDICAL DATABASE

Section 408

**BACKGROUND:** The Michigan Department of Community Health Emergency Medical Services & Trauma Section works to improve pre-hospital treatment and hospital care. One key element in improving that care is the creation of linkages to other applicable information, such as crash data and outpatient treatment information. Once implemented, all first responders will be able to input their call data into a central database. This data can then be analyzed for trends, patterns, and high volumes of similar issues.

Subject to HIPPA guidelines and system requirements, appropriate grantees and state agencies will be able to use and analyze this information to identify key EMS issues and appropriate solutions.

As part of a project begun three years ago, a vendor created the EMS database and eighteen agencies, including fire departments, EMS, and hospitals in Oakland, Livingston, Washtenaw, Eaton, and Kalamazoo counties began piloting the program in March 2008.

**GOAL:** Establish an EMS database and Web input tool that is capable of capturing data from Medical First Response, Basic Life Support, Limited Advanced Life Support, and Advanced Life Support agencies.

**ACTIVITIES:** The completed database tool was showcased at a statewide Medical Control Authority training in September 2008. As of September 2009, 551 out of a possible 818 agencies were utilizing the system, with 380 agencies submitting data.



# Administrative Issues

## GOVERNORS TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)



The GTSAC continues to meet bi-monthly to share information, resources, and concerns among the state's traffic safety community. Implementation of the Strategic Highway Safety Plan (SHSP) remains a focus of the GTSAC. The original plan was updated last fiscal year and received final approval from the

Governor late last fall. Since that time, the action teams have been working on updating their individual action plans to reflect the updated SHSP goal and strategies. At each GTSAC meeting several action team chairs provide an update on those activities that have taken place to implement their action plan.

### MICHIGAN TRAFFIC SAFETY SUMMIT

The 14th annual Michigan Traffic Safety Summit hosted more than 400 exhibitors, attendees, and speakers. The 2009 Summit featured speakers from the National Highway Traffic Safety Administration, the Insurance Institute for Highway Safety, and the author of a best-selling book, "Traffic."

An additional twenty-eight workshops on various traffic safety issues were offered on various topics including social norming and its applications in traffic safety, distracted driving, the state's new ignition interlock and medical marijuana laws, motorcycle safety training, promoting safe bicycling, safe senior mobility, seat belts on school buses, and how commercial motor vehicle enforcement is also impacting food safety.

### LEGISLATIVE UPDATE

Governor Jennifer M. Granholm signed Public Act 57 of 2009 at the end of June, making two changes to Michigan's child passenger safety law. The new requirements include a rear seating requirement and removal of the nursing mother exemption.

Under the newly revised law, children younger than four must ride in a car seat in the rear seat of the vehicle if the vehicle has a back seat. If all available rear seats are occupied by children under four, then a child under four may ride in the front seat if properly restrained in a car seat. If the child is in a rear-facing car seat, they may be placed in the front seat only if the front passenger air bag is turned off and all rear seats are occupied by children under four.

The legislation also prohibits removing a child from a car seat to nurse while the vehicle is in motion.





# Mobilizations

## OVERVIEW

The Selective Traffic Enforcement Program (STEP) model is to focus efforts rather than providing a uniform level of patrol. This not only directs enforcement to key times and places, but also creates a greater perceived level of enforcement than uniform patrols. Drivers are more likely to notice the heightened enforcement, and they take it as the norm.

Traffic enforcement mobilizations implement STEP through periodic, intensive enforcement on specific traffic safety problems. During mobilization periods, OHSP grantees conduct extra patrols, while other law enforcement agencies across the state place additional attention on traffic enforcement. Earned and paid media efforts bring attention to the increased enforcement; state and national evaluations consistently show the necessity of media support to make enforcement visible and behavior-changing. There were four periods of heightened enforcement for FY2009: *Over the Limit*, *Under Arrest*, drunk-driving enforcement around the December holidays and Labor Day, seat belt enforcement around Memorial Day, and a combined campaign around the Independence Day holiday.

**GOALS:** Increase seat belt use and decrease drunk driving by increasing the perceived threat of arrest or citation for unsafe driving behaviors.

## DECEMBER DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN

### SUMMARY:

- >>Law enforcement participation: 315 law enforcement agencies reported enforcement activities
- >>Drunk driving arrests: 715 impaired drivers
- >>News stories: 27

Midnight to 4 a.m. on New Year's Day has the densest concentration of alcohol-involved crashes. There are also some high-crash days around the Christmas holiday, but only Independence Day beats the New Year for a one-day body count.

The December crackdown was larger than the previous year, ranging the full two weeks over both holidays. Activity focused on the New Year crash peak. Because this was a statewide effort, not a national crackdown, and increased enforcement is already expected around the New Year, earned media was used to support the campaign, with no paid ads.

## MAY CLICK IT OR TICKET, BUCKLE UP OR PAY UP MOBILIZATION

### SUMMARY:

- >>Law enforcement participation: 306 law enforcement agencies reported enforcement activities
- >>Seat belt citations: 11,765
- >>Child restraint citations: 230
- >>Paid advertising: \$1 million
- >>Media events: Two
- >>News stories: 187

The Memorial Day seat belt mobilization is probably the most visible traffic enforcement event each year. Hundreds of law enforcement agencies participate, grant-funded or not. It is an opportunity to take advantage of support from state and national advertising and to reach the driving population at the start of the summer travel season.

Paid media targeted young men, those most likely to be unbelted. In addition to standard advertising channels of cable, broadcast television, and radio, OHSP also reached its audience through cinemas, outdoor projection advertisements, and online.

Earned media included media events and localized press releases across the state. Network outreach again placed audience-relevant posters and items in venues patronized by young men, to make the message more ubiquitous and increase campaign awareness in unexpected ways.

As in previous years, telephone surveys showed large increases in awareness of seat belt enforcement during the mobilization. This increased perception of enforcement was sustained for months beyond the end of the enforcement itself. The increase came earlier for young men and in the Western Michigan High Visibility Enforcement area, showing





no further increase during the mobilization. There was no statewide perception of increased nighttime belt enforcement, although there was in Western Michigan. Observation surveys showed that seat belt use rose to a new record of 97.9 percent at the end of the mobilization.

## JULY COMBINED CRACKDOWN/MOBILIZATION

### SUMMARY:

- » Law enforcement participation: 306 agencies reported enforcement activities.
- » Drunk driving arrests: 324
- » Seat belt citations: 2,834
- » Child restraint citations: 30
- » Paid advertising: \$300,000
- » News stories: 51

The Fourth of July is the worst day of the year for drunk driving crashes in Michigan. It combines higher daytime driving and drinking to yield the most alcohol-involved fatal and serious injuries. OHSP selected ten days in June and July for increased enforcement, both on drunk driving and seat belt use. This was again a Michigan-specific effort rather than a national campaign, repeating last year's combined-message enforcement campaign.

## AUGUST DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN

### SUMMARY:

- » Law enforcement participation: 315 agencies reported enforcement activities.
- » Drunk driving arrests: 638
- » Paid advertising: \$1 million
- » Media events: Two
- » News stories: 174

To reduce alcohol-involved deaths around the Labor Day holiday and end the summer safely, OHSP took part in the national *Drunk Driving. Over the Limit. Under Arrest.* crackdown. The media plan was the same as in May, with paid ads in a variety of media. All OHSP law enforcement grantees participated in overtime patrols for drunk drivers.

Telephone surveys showed that young men had increased awareness of enforcement and perceived risk of arrest for drunk driving, not only during the crackdown itself but trending upwards with each summer enforcement campaign. There was no corresponding increase in the general population, suggesting the effect was mostly contained within the target audience. Awareness of the relatively new campaign slogan, *Over the Limit. Under Arrest.*, has yet to reach the sustained awareness of the previous slogan, *You Drink & Drive. You Lose.* The 10 percent increase in slogan awareness was constant across several demographics, with young men having the greatest awareness of alcohol enforcement.

Mobilization totals							
	Traffic stops	Seat belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other misdemeanors	Other citations and arrests
December	7,313	257	20	715	104	1,774	6,827
Memorial Day	22,688	11,765	230	185	67	1,840	9,247
4th of July	12,344	2,834	60	324	93	1,353	5,837
Labor Day	15,339	282	23	638	158	1,935	7,963
Totals	57,684	15,138	333	1,862	422	6,902	29,874

# FY2010 Focus

2008 had fewer traffic fatalities than any year since 1925, and 2009 is on track to have even less. The most important traffic safety goal for 2010 is to drive this number even lower, on the continuing path to having all roadway users arrive safely at their destinations.

While priorities shift with changes in the data, the top issues in traffic safety are not going away. Young men still crash more often, alcohol remains a factor in a third of crashes, and more than 100 pedestrians die each year. Motorcycle crashes are still rising, daytime seat belt use has little room for improvement, and distracted driving is becoming a more prominent issue.

Cooperation is always essential to traffic safety. There are important roles at the local, state, and national levels, and OHSP appreciates help from and the chance to assist with partners' programs. Michigan has an enviably long history of cooperation and coordination in traffic safety, and these deep roots have borne great fruit.

## KEY FOCUS AREAS FOR FY2010 INCLUDE:

### TRAFFIC ENFORCEMENT

The summer is the peak period for fatalities, and OHSP organizes its enforcement grants around that fact. Each summer begins with the *Buckle Up or Pay Up, Click It or Ticket* mobilization and ends with the *Drunk Driving. Over the Limit. Under Arrest.* crackdown. Sustained enforcement continues throughout the year, with an increased emphasis on improving the visibility of nighttime enforcement.

Seat belt use remains a priority, as the least expensive and most effective method of reducing fatalities, but room for improvement is limited with 98 percent use. Nighttime use continues to lag, possibly tied to drinking drivers or the increased difficulty of observing non-use. For children, the goal is to increase correct use, including increased compliance with the state's booster seat law and decreased errors in child safety seat installation.

Drunk driving becomes the top enforcement priority. Since the mid-1990s, alcohol-involved deaths have fallen only to the extent that all fatalities have fallen. They remain a constant percentage. A high visibility enforcement project in West Michigan showed success in increasing awareness of enforcement and this model will be expanded throughout the state. Other alcohol prevention, deterrence, and adjudication programs will continue, including enforcement of underage drinking laws, support for DUI courts, and blood testing at the MSP toxicology lab.

### WHERE

Freeways, for all their speed and traffic, are the safest roads. Local roads have the greatest problems, particularly with lane departure. Oncoming traffic to the left and narrow shoulders to the right create a limited margin of error, with disastrous consequences to drowsy, distracted, or drunk drivers that drift beyond their lanes.

Intersections give cars chances to interact, at variable speeds and with turns. They combine any local design problems with high cognitive loads and the chance for cars to crash at all angles. Part of the problem arises from exposure: there are more intersections in the cities, where there are more people, so many crashes happen near or within intersections just because that is where the cars are.

### WHO

Motorcycle crashes are the only number rising amidst historic progress. This reflects increased ridership as well as older, more fragile riders on larger, more powerful machines. OHSP will support education efforts in 2010 to impact this trend.

It is no secret that men, particularly young men, are the core traffic safety audience. No one crashes or dies so often. Almost all media and education programs are targeted at this demographic. Young drivers of both sexes have crash problems, including new drivers, new drinkers, and the overlap between those two groups.

Pedestrians are the other large group needing greater traffic safety support. Pedestrians constitute about one-eighth of those killed in traffic crashes. They have no protection in a crash, and there are few proven-effective behavioral means of improving pedestrian safety.

### WHEN

In absolute terms, after work is the worst time for crashes. This is mostly a matter of exposure, but one cannot ignore such high numbers. High traffic combines with fatigue and early drinking to create many chances for crashes and deaths. Education and enforcement can both address this time period.

In relative terms, after midnight is the worst time for crashes. Darkness, drowsiness, and the close of bars combine to make 2 to 3 a.m. the peak time for alcohol-involved crashes. The hours after midnight are the focus for impaired driving enforcement, deterring drunk driving, and arresting the undeterred.

These are all worse on the weekends. Friday night (and therefore early Saturday morning) has the most crashes. Crashes are worse in the Friday evening rush hour, and alcohol-involved crashes are worst just after midnight on Saturday.

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## WHAT NEXT

Michigan has one of the best crash records systems in the nation, but there is more to traffic records. The Traffic Records Assessment highlighted improving and integrating other systems relating to drivers, roadways, crashes, and injuries. Improving the state of knowledge of who is crashing, when, and where will direct programs where they can be most effective and identify the next problem area before it becomes a crisis.



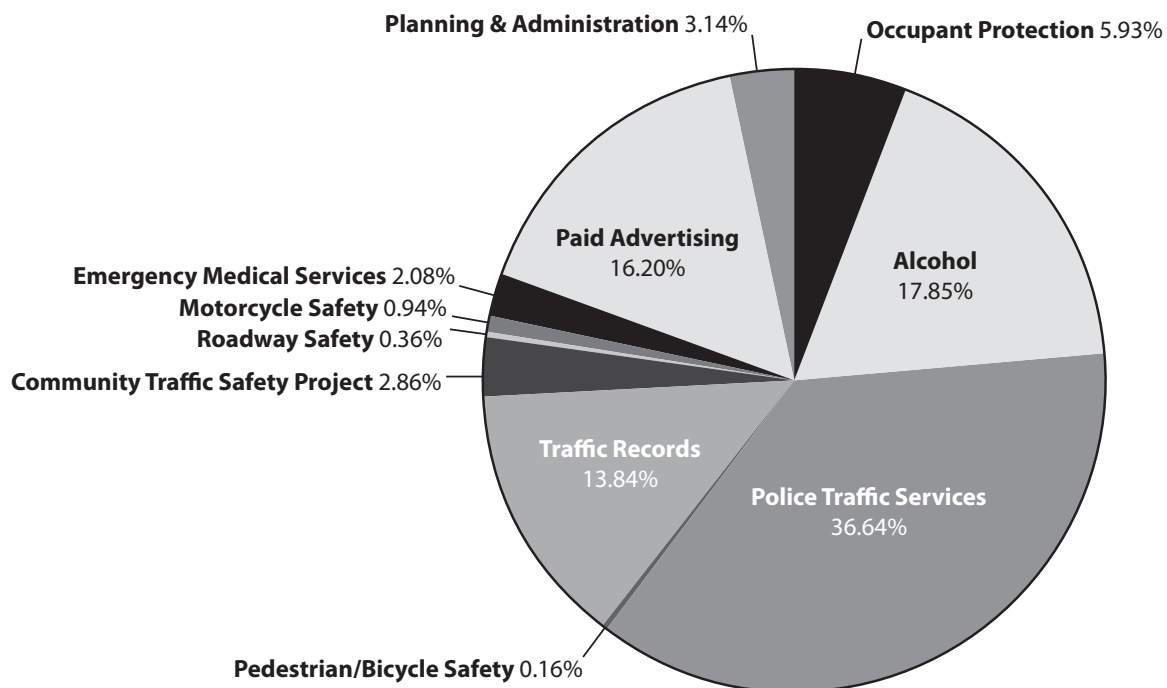




# FY2009 OHSP Status Report

## TRAFFIC SAFETY BUDGET BREAKDOWN, BY PROGRAM AREA

	402	405	406	408	410	2010	163	FHWA	TOTAL	Percent
Occupant Protection	136,704	873,635							1,010,339	5.93%
Alcohol	397,141				2,644,441				3,041,582	17.85%
Police Traffic Services	3,643,108	40,400	1,909,130		350,383		264,433	35,400	6,242,854	36.64%
Pedestrian/Bicycle Safety	27,993								27,993	0.16%
Traffic Records	592,034			1,765,273					2,357,307	13.84%
Community Traffic Safety Project	488,023								488,023	2.86%
Roadway Safety	61,971								61,971	0.36%
Motorcycle Safety	20,955					139,729			160,684	0.94%
Emergency Medical Services	24,946			329,404					354,350	2.08%
Paid Advertising	988,381				1,771,539				2,759,920	16.20%
Planning & Administration	534,423								534,423	3.14%
TOTAL	6,915,679	914,035	1,909,130	2,094,677	4,766,363	139,729	264,433	35,400	17,039,446	100%











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